

pmdtechnologies coming strong –

**New Tango phone from Asus using pmd’s Time-of-Flight technology
enables smartphone Augmented & Virtual Reality**

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On Jan 4th at CES 2017 in Las Vegas, Asus announced the ZenFone AR, which is the newest member in the growing family of Tango smartphones. The ZenFone AR is the smallest smartphone with an integrated 3D camera. And among other things, this was achieved because pmd’s technology enables the smallest and flattest 3D cameras worldwide. With the ZenFone AR pmd re-established it’s unique position of being able to enable small and robust depth sensing for mobile devices. The basis for this is two-fold: On one hand the Real3 chips, which have been jointly developed by Infineon and pmd (see www.infineon.com/cms/en/about-infineon/press/press-releases/2017/INFXX201701-023.html), on the other hand the strong and reliable support from pmd for its customer, which includes calibration and SW assistance.

“We are proud and happy that we have again succeeded to bring our technology into a high-volume mobile device. The ZenFone AR is a great phone and we look forward to its success in the market.” says Dr Bernd Buxbaum, CEO of pmdtechnologies ag.

Providing robust 3D data as an input stream for Tango applications is the core contribution of the 3D camera in the ZenFone AR. Capturing the world in 3D enables smartphone augmented reality, which is the key idea for the Tango apps, which include measuring your surrounding with 3D tools, bringing virtual objects into your world and navigation stores, museums and other indoor locations with directions overlaid into your surroundings.

About pmdtechnologies ag

pmdtechnologies ag, a fabless IC company based in Siegen/Germany and San Jose/USA, is the worldwide leading 3D Time-of-Flight CMOS-based digital imaging technology supplier. Started up in 2002, the company owns over 150 worldwide patents concerning pmd-based applications, the pmd measurement principle and its realization. Addressed markets for pmd's 3D sensors are industrial automation, automotive and the wide field of consumer applications like AR/VR.

Further information is available at www.pmdtec.com.

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