

Infinity Augmented Reality Israel Joins Alibaba Family

Today, March 21st, 2019, we are pleased to announce that InfinityAR is entering a new chapter: The team will join Alibaba's Israel Machine Vision Laboratory after three years' partnership, a collaborative effort to accelerate the development of frontier technologies including AR, computer vision and AI.

"We look forward to be joining Alibaba, a world-class innovative global technology company, and as part of the company's Israel Machine Vision Laboratory," said Motti Kushnir, Chief Executive Officer and Co-Founder of Infinity Augmented Reality. "Alibaba's expertise in turning technologies into next generation products will be a great platform for the future technologies of computer vision, AR and AI".

Prof. Lihi Zelnik-Manor, head of Alibaba Israel Machine Vision Laboratory, said "Alibaba is delighted to be working with InfinityAR as one team after three years of partnership. The talented team brings unique knowhow in sensor fusion, computer vision and navigation technologies. We look forward to exploring these leading technologies and offering additional benefits to customers, partners and developers."

InfinityAR has been working with Alibaba since 2016. Our research and development team will now be working from Alibaba's lab in Israel, which is one of the labs rolled out by Alibaba DAMO Academy to explore fundamental technologies such as computer vision and navigation. Over the past year, the Alibaba lab has been partnering with Tel Aviv University to advance studies in video analysis and machine learning, making contribution to the technology development in Israel.

About InfinityAR

InfinityAR's vision is about creating a new digital environment that will allow people to naturally interact with augmented content in their physical surroundings, all by creating a new Mixed Reality platform that will digitally enhance every person's physical world. InfinityAR's technology turns AR glasses into a powerful content augmentation platform with the most accurate inside-out Simultaneous Localization and Mapping (SLAM) solution, allowing application developers to bring unmatched mixed reality experiences. The company was founded in 2013 and is headquartered in Ramat Gan, Israel.

For more information visit <http://www.infinityar.com>