Braving the Epidemic
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The smart glasses that enables remote control beyond walls

Frank is the chief designer and founder of a local fashion brand. The aspiring young entrepreneur was aiming to release a special collection for this Fall/Winter season, yet despite having all his fabrics and designs ready, the global health crisis had thrown a spanner in the works: the factories in Vietnam housing his production lines only reopened after a prolonged closure. The fact that Frank could not fly there to supervise the production also limited his ability to control the progress and quality of the production.

Frank shared his concerns with a designer friend one day. Incidentally, their conversation also touched on the latest application of smart AR glasses in design that was beyond imagination. After looking into this, Frank realised that a fabulous solution was in fact already close.

Frank immediately bought a few pairs of MAD Gaze AR glasses and sent them to his project manager at the Vietnam factory. When the manager put the AR glasses on, the first-person perspective was directly synchronised with Frank's screen, thanks to the ME Support remote client solution. Frank felt as if he was actually standing on the production floor, checking out the progress in real-time.

Once the supervisor put on the MAD Gaze AR glasses, the first-person view of the factory would be directly transferred to the screen of Frank's computer or mobile device while Frank sat comfortably in the Hong Kong office. With ME Support technology, Frank could offer his comments right away, and then see first-hand the final product.

Jordan Cheng, Founder and Director of Cyberport Community member MAD Gaze said, "Our AR smart glasses are developed as innovative industrial solutions, with the goal to enhance industrial production through technology." The remote client solution ME Support came to light during the time when international business travel basically came to a standstill due to the pandemic. "Our AR glasses are in effect a window that smashes geographic boundaries, allowing people to see from afar," Jordan added.

ME Support adds virtual information overlays on real surroundings to enhance the remote communication experience. The feature has been essential in restarting businesses in manufacturing, production lines and the logistics industries.

MAD Gaze AR glasses and ME Support enable a "non-contact" business model to enterprises, using augmented reality technology to interlay virtual information on top of the real-time perspective. The user's hands don't even need to hold any devices; this interactive experience is further supported by a range of technologies, such as video streaming, real-time voice chat, text and translation, screen sharing, real-time recording, file transfer, and conferencing.

Quick facts

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- The latest version of ME Support allows several experts to control a single pair of smart glasses at once, as well as direct communication and video conferencing between smart glasses. The glasses have found success in both B2B and B2C markets.
- MAD Gaze secured HK$145 million in a pre-series A round in early-2020. The investment will be funnelled into the development of the fifth generation smart glasses.

Company Profile

Established in 2013, MAD Gaze has been building the AR ecosystem through a developer community; an online app marketplace, MAD Store; an automatic AR generation platform, AR cloud; and a remote solution platform, ME Support. While developing virtual reality and mixed reality glasses, the start-up also offers product solutions to businesses and consumers. At present, MAD Gaze has over 400 business clients and its smart glasses have been used in over 40 countries and regions.

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MAD Gaze

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Frank是一個本地時裝品牌創辦人及首席設計師，本打算趁今個秋冬季推出別注系列，設計、布料、原型等全部準備就緒，怎料新冠病毒疫情橫掃全球，打亂了他的全盤部署，好不容易等到位於越南的生產線局部重開，也因為無法親身到廠房視察，進度一直未如理想。一天與一位產品設計師朋友訴苦時，談及現時智能眼鏡的設計功能超乎想像，再仔細研究之下，竟讓他找到「救星」。他購入了數副MAD Gaze的AR眼鏡，並寄給越南廠房主管著他戴上，然後利用Me Support的遠端解決方案將智能眼鏡畫面串流至自己眼前，使他猶如置身廠房親自監工，終於能得心應手的管理新設計系列的進度。

當越南廠房主管戴上AR智能眼鏡，便能將第一身視角的現場情況傳送給不在場的Frank，ME Support的技術讓Frank輕易由電腦或其手提裝置發出指令，並由第一身視角中得悉工作效果。

同時將虛擬信息疊加到真實環境中，提供虛擬與真實環境的交互體驗，更助製造業、生產商、物流等重整生產力，減低因冠狀病毒所造成的經濟停滯。

數碼港社群成員MAD Gaze創始人及董事長鄭文輝表示：「作為AR智能眼鏡公司，MAD Gaze致力為各行業開發創新的工業解決方案，以科技帶動產業。新冠病毒疫情中斷了地區之間的流動，故此我們推出遠端業務解決方案ME Support，以AR眼鏡連接兩地人員的視角，就可以打破地域所限，體驗猶如親歷現場。」

ME Support配合MAD Gaze AR智能眼鏡提供「非接觸」業務模式，利用擴增實境技術將智能眼鏡提供的第一身視角融入虛擬資訊，使用家毋需手持鏡頭傳遞畫面，而且可配合影片串流、實時話音、文字及翻譯、螢幕分享、實時錄影、傳送檔案及多人會議等功能。ME Support增強遠程溝通體驗，

速覽
MAD GAZE

- ME Support最新被本支援幾個專家連線同一部智能眼鏡操作，以及智能眼鏡之間直接通訊和視頻會議，故幾乎適用於所有B2C和B2B行業。
- MAD Gaze 2020年初獲最新A輪融資1.45億元，新資金將用於拓展市場，以及研發第五代智能眼鏡。

公司簡介
MAD Gaze於2013年成立，透過建立開發者社區、應用程式商店MAD Store、全自動AR App生成平台AR Cloud，以至遠端解決方案平台Me Support，致力打造AR生態圈，研發虛擬實境（VR）及混合實境（MR）智能眼鏡外，也為企業及消費者提供產品解決方案。目前MAD Gaze的企業客戶已超過400家，業務拓展至全球逾40個國家及地區。

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