



K I V I S E N S E

弥 知 科 技

Showcase of AR & Rendering Applications on Web

AR 算法场景与渲染引擎应用分享

弥知科技
WebAR与小程序AR引擎

至所未至 知所未知

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Steven Zhang

超过9年从事计算机视觉技术研发行业，在计算机视觉核心算法有多年技术积累，近几年专注于小程序AR与WebAR算法研发，在微信小程序平台打造出多种高难度AR算法引擎，支持实时的人脸跟踪、AR试鞋、实物AR跟踪等多种场景，实现一套弥知AR引擎，支持多重算法能力，赋能各行业与AR结合的万千交互场景。

我们专注于电商、零售行业的AR赋能，为全美最大的有色美瞳电商、头部奢侈品集团带来创新、拉新且有购买力转换的AR解决方案，2020年为品牌ROI实现过亿转化成绩，善于技术的市场化应用与软件产品打造。

awe Asia

01



The world on 3D

The AR/MR will be the KEY to thrive 3D

Where are the 3Ds

BEDROCK OF MODERN REALITY



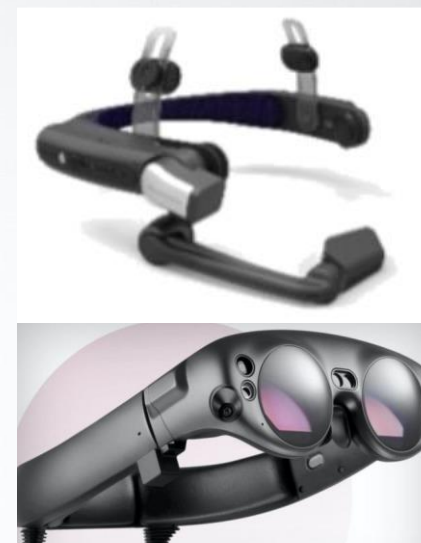
Before 2012



2014 till now



2018 till now



2025+

Where are the 3Ds

BEDROCK OF MODERN REALITY

Chips



TEXAS
INSTRUMENTS

intel

nvidia

ARM

Hardware



Microsoft

HUAWEI

Google

Magic Leap

Software



VR App 1

VR App 2

VR App 3

VR App 4

Unity

Unreal

WuVR

Proprietary Engine

OpenXR Application Interface

OpenXR Device Layer

VR Device 1

VR Device 2

VR Device 3

VR Device 4

Authoring Platform



Spark AR



Lens Studio



KIVICUBE



Effect Studio

Application



Pokémon GO

HARRY POTTER
WIZARDS
UNITE



WALKING
DEAD
OUR WORLD

Users

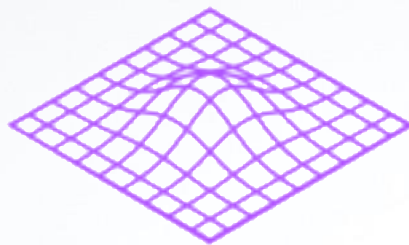


Definition

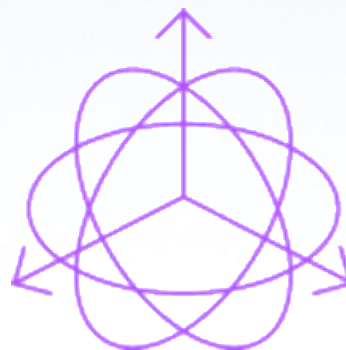
BEDROCK OF MODERN REALITY



Display



Rendering



Interaction



Tracking



Cloud Computing
Reality Merging



Definition

BEDROCK OF MODERN REALITY



弥知科技
KIVISENSE

1 Display



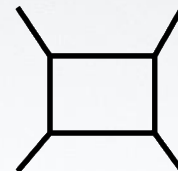
Augmented Video



HUD



Augmented Reality



TV / Cave



Hologram?

2 Rendering



HUD GUI



Mesh (Models)



360/ 3D Video



Real Lighting



Focal Rendering



Voxels

3 Interaction



Controller



Wand / 3D Pen



Speech



Gesture



Mind?

4 Tracking



IMU



Image



Environment



Geo Lat /Long



Face



CAD / Object



Body

5 Cloud Computing Reality Merging



Image Search



Object Recognition



Telepresence



World Graph



Puppetteering



02

How we revitalize 3D

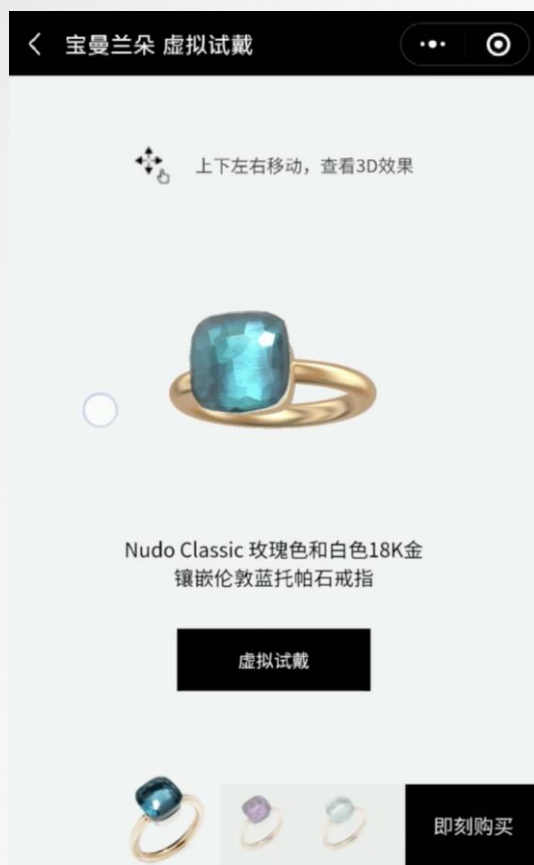
Why AR/MR helps with the SOLUTION



No.#	Kivisense AR Engine Abilities	WeChat Mini-program	H5/WebAR	Who loves this
		Android & iOS	Android & iOS	
1	Image recognition	✓	✓	JD, BIODERMA, Lego, Dior China Tobacco, Dior & 1000+ MP
2	Image Tracking	✓	✓	EY, Pepsi, Aston Martin Museum & Tourism
3	Gyroscope	✓	✓	Pepsi group, museum, GUCCI
4	Spatial SLAM	TBD	✓	iQiyi, IFSx2 Petro China, Dell, China Telcom
5	Face tracking Filters & glasses try-on	✓	✓	LV, Dior, Starbuck, JD, Vans
6	Foot tracking Shoes Try-on	✓	✓	GUCCI
7	Hand recognition Ring Try-on	✓	✓	Cartier, GUCCI, Pomellato
8	AI segmentation	In Dev	✓	Dior
9	Eyes tracking Contact Len Try-on	In Dev	✓	TTDEYE.com
10	Advanced Rendering	✓	✓	Kering Richemont LVMH
11	Object/CAD tracking	✓	✓	IFSx2

Kivisense rendering engine with all our intelligence can render the best effect ever for the high-jewels.

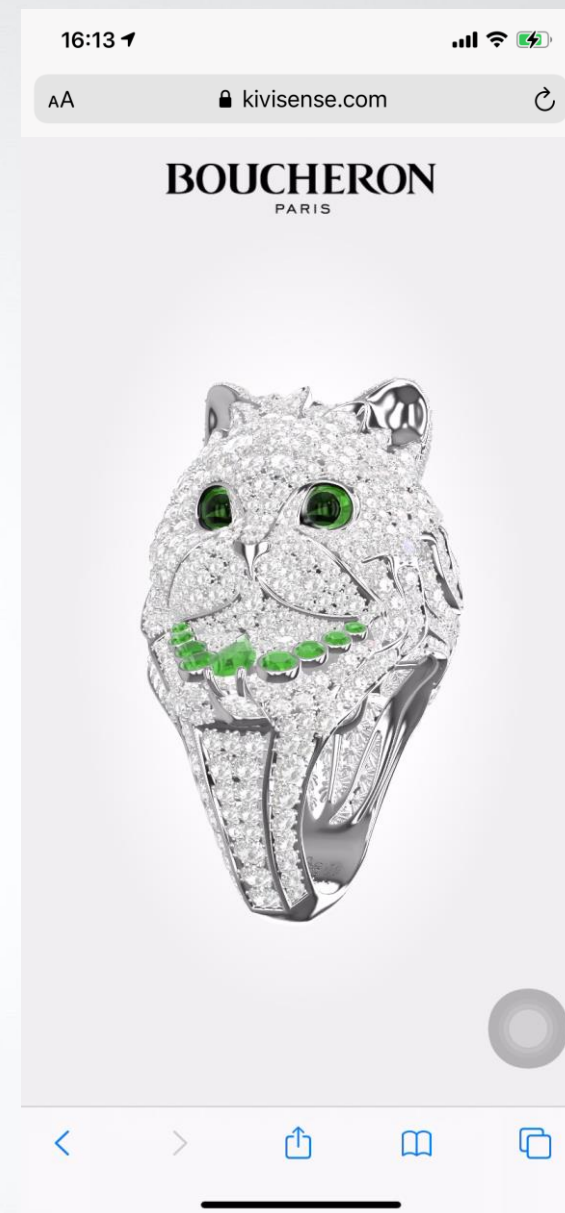
Realistic as the original!



GUCCI/Pomellato WeChat MP



Qeelin Tmall



Boucheron Web experience



弥知科技
KIVISENSE





One is small

We need to empower everyone
the feasibility of

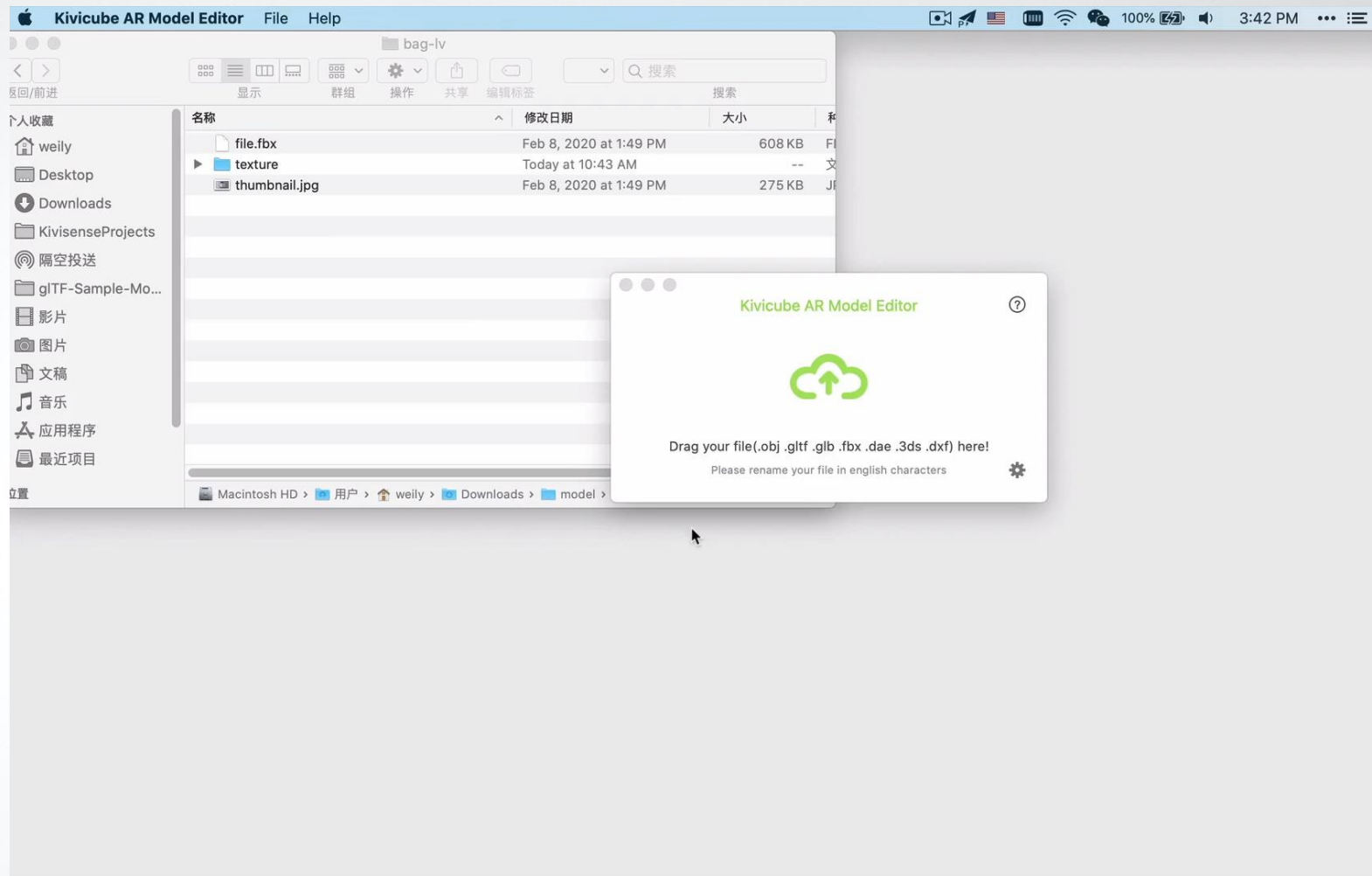
Authoring





Free tools

- **Model Editor**: Help those who to edit the 3D models on texture, shader, position right before 3D or AR interaction creation.
- **Video Converter**: Especialize on video usage in 3D and AR scenes



We are empowering everyone to create the world with 3D



Rendering

高仿真渲染
场景模板

Supported

Interaction
Creation

WebAR制作
编辑器制作

Creating
without
programming

Cloud
Computing

Web3D渲染引擎
AR图像云识别

Supported

Display

AR眼镜 | 微信 |
小程序 | APP

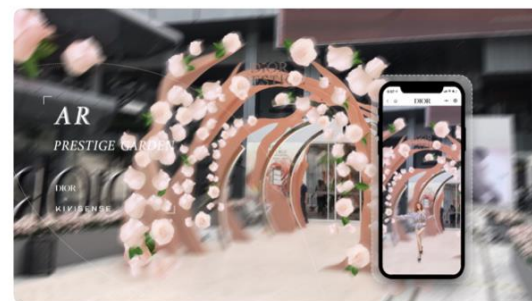
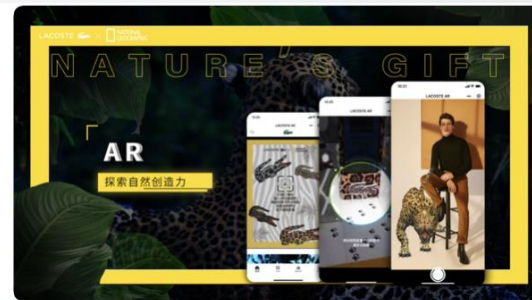
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Free WeChat Plugin

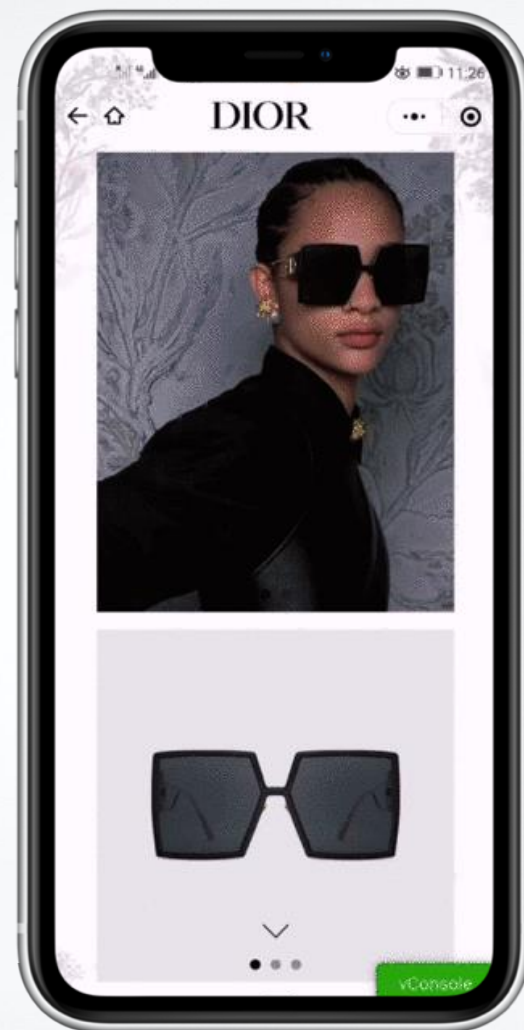
More than 1000 WeChat MP have been empowered of GLTF standard in 6 months



Web AR与小程序AR引擎

AR SAAS SOLUTION : WebAR & WeChat AR

最快**2**小时完成AR功能定制交付
hours for project delivery with Kivisense AR Engine



Fast Deliver

成熟的交互场景
完整的解决方案



Easy to Manage

CMS后台支持
高效内容替换/二次开发



Wide Compatibility

APP/Web浏览器/
微信小程序等都兼容



Good ROI

拉新/曝光率/销售转换
AR互动带来超高回报率

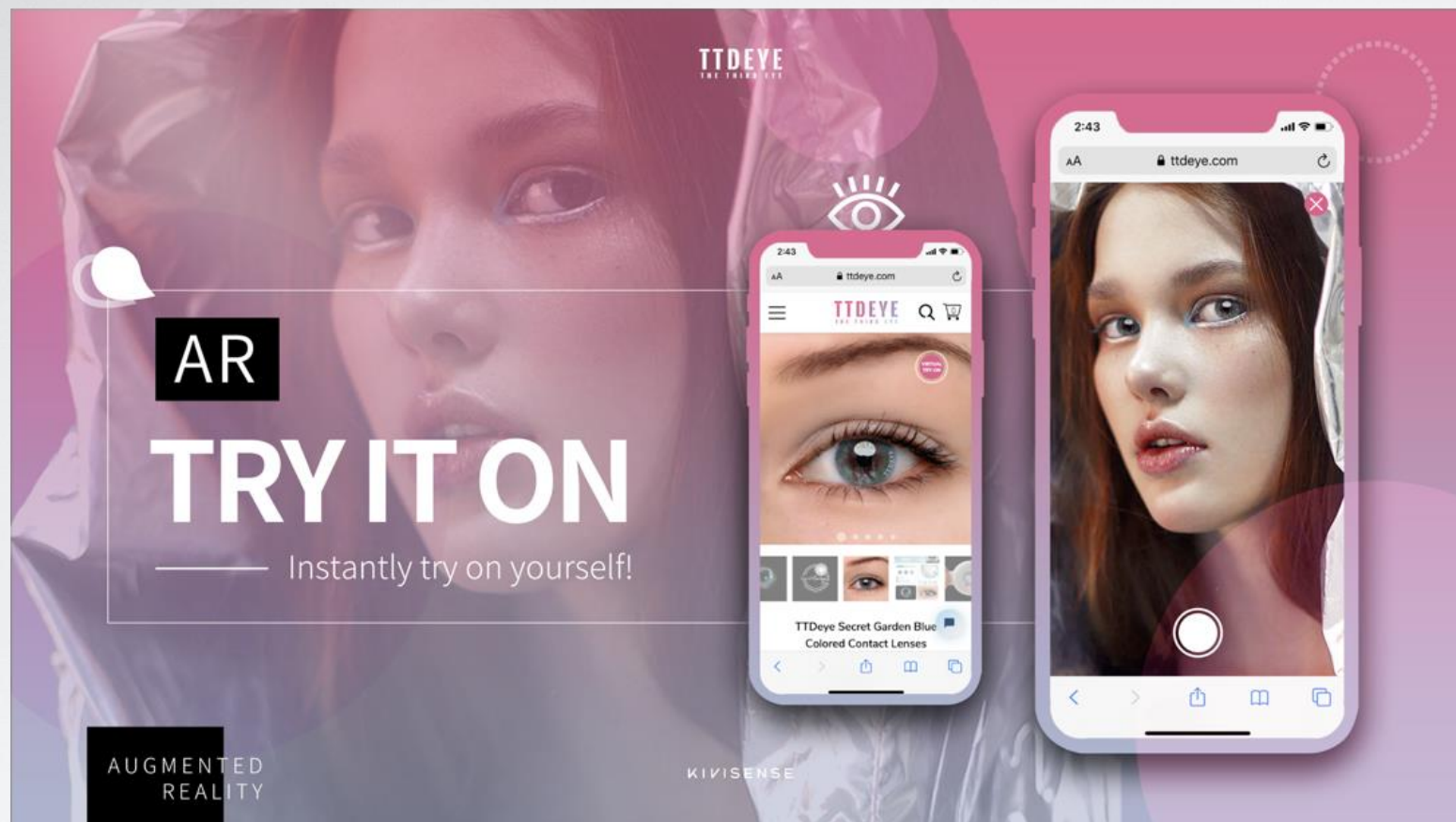


03

How we helped the brands based on 3D

Our successful showcases in these 12 months



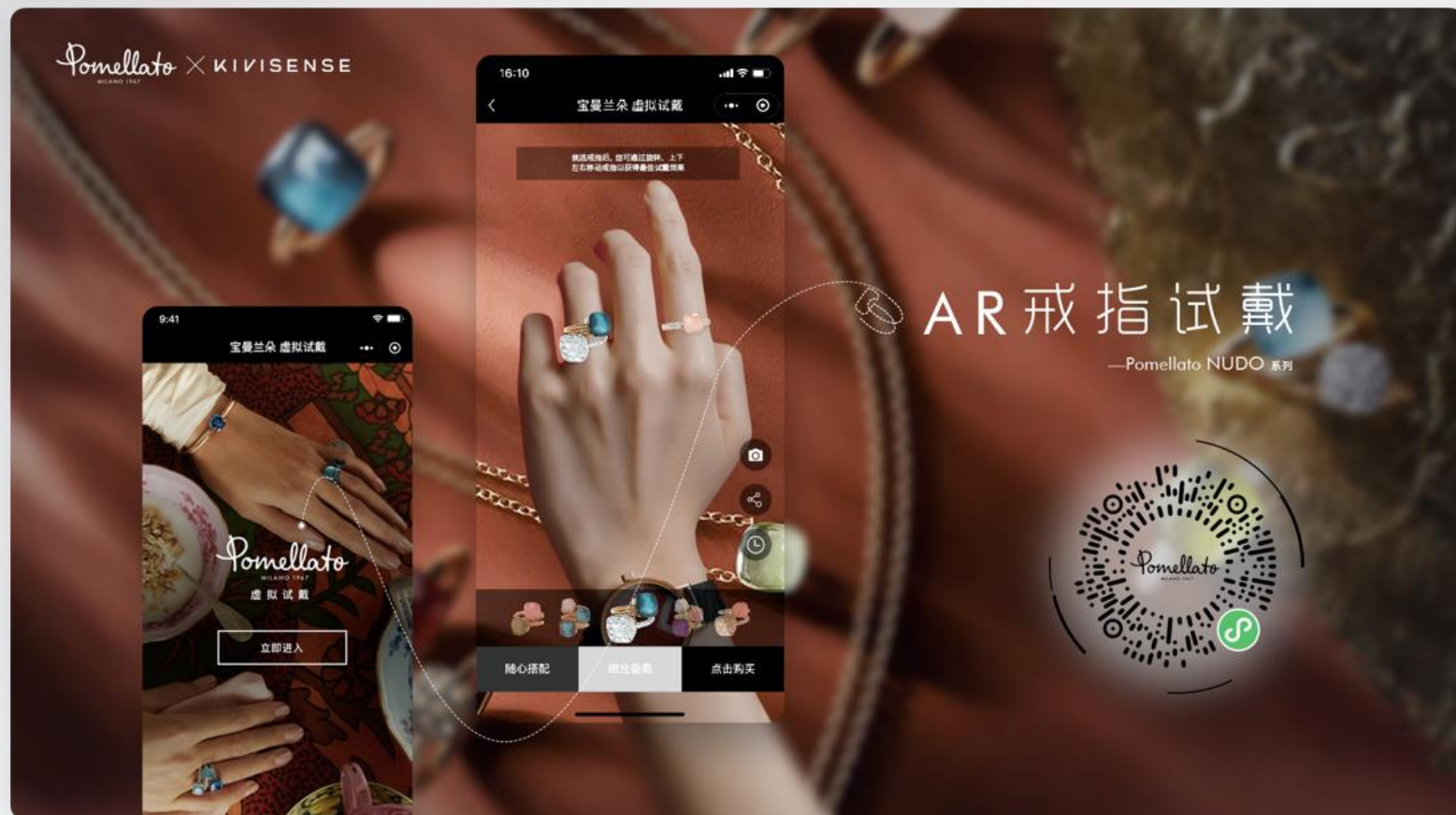


TTDEYE
THE THIRD EYE

AR美瞳试戴

为全美最大的有色隐形眼镜电商平台提供AR美瞳试戴服务，上线一个月内，通过AR试戴为电商平台带来超过百万美元的订单转换。

SaaS试戴插件接入，快速便捷，耗时1周
跨平台支持PC/Mobile WebAR试戴体验

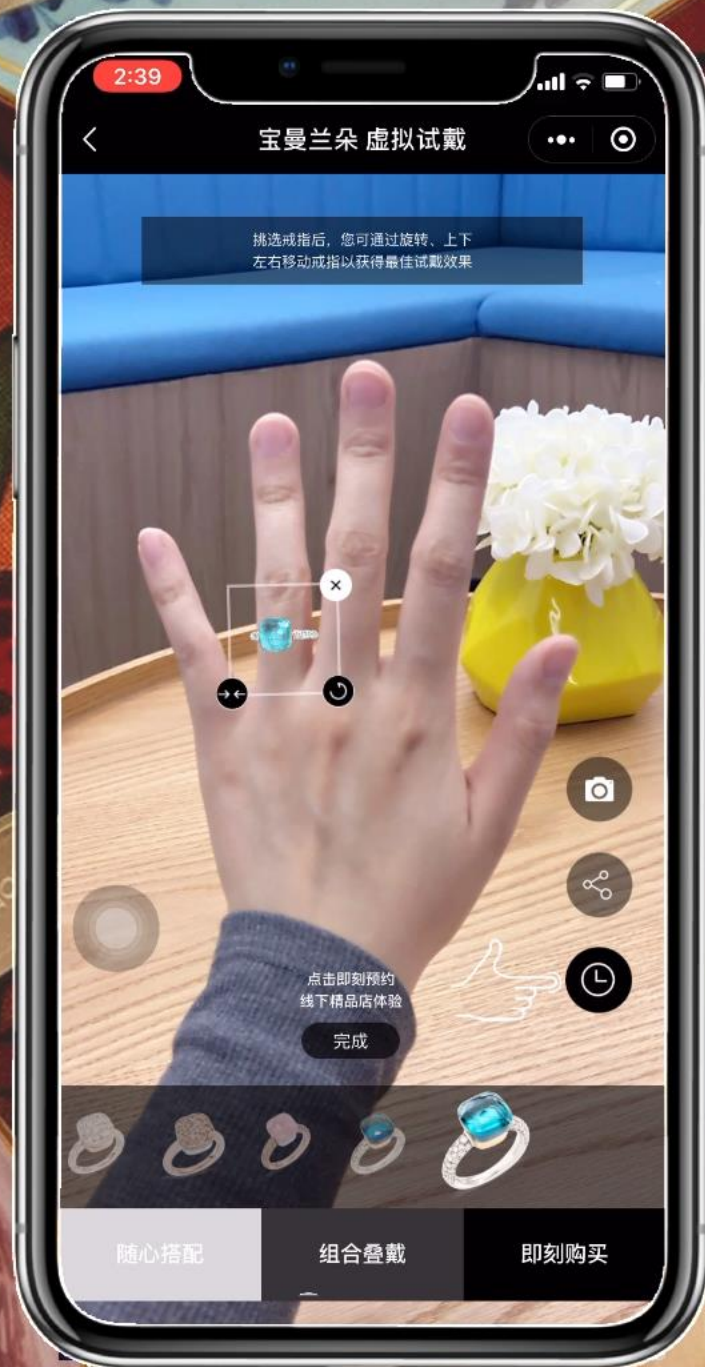


珠宝试戴小程序

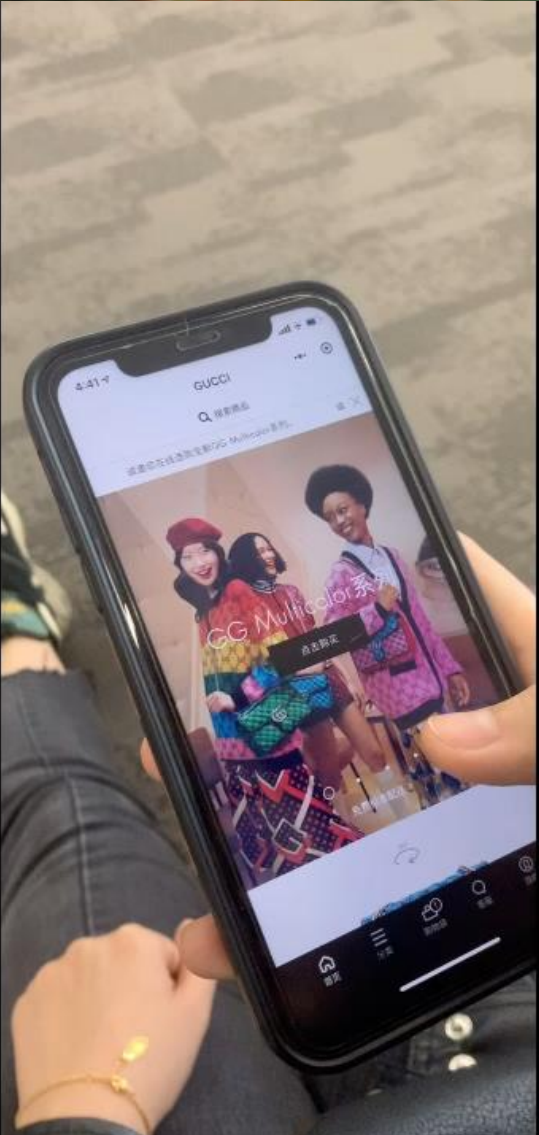
意大利顶级手工珠宝品牌POMELLATO（宝曼兰朵）携手弥知科技推出NUDO系列AR虚拟试戴体验。

高仿真戒指3D交互体验，且用户不仅能够通过小程序试戴戒指，还能随心叠戴不同款式，并一键完成购买。



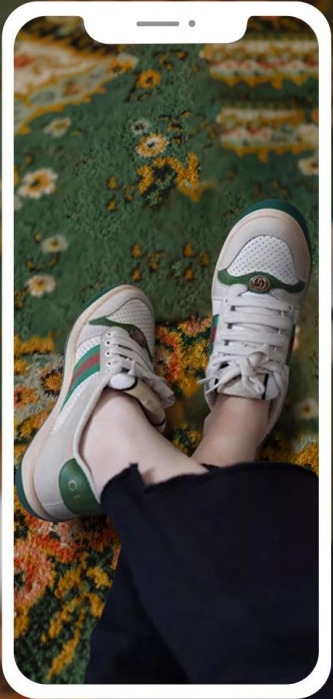


OUR
CASES



GUCCI

AR
虚拟试鞋





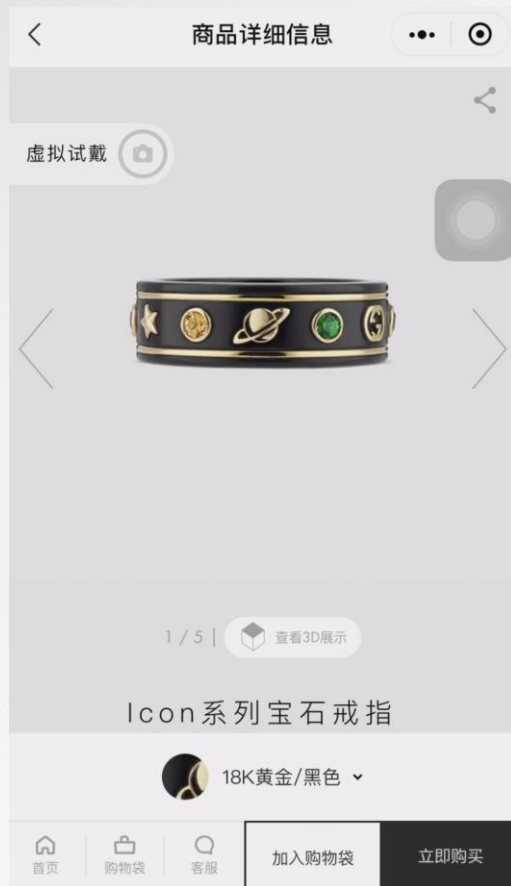
GUCCI

珠宝试戴小程序

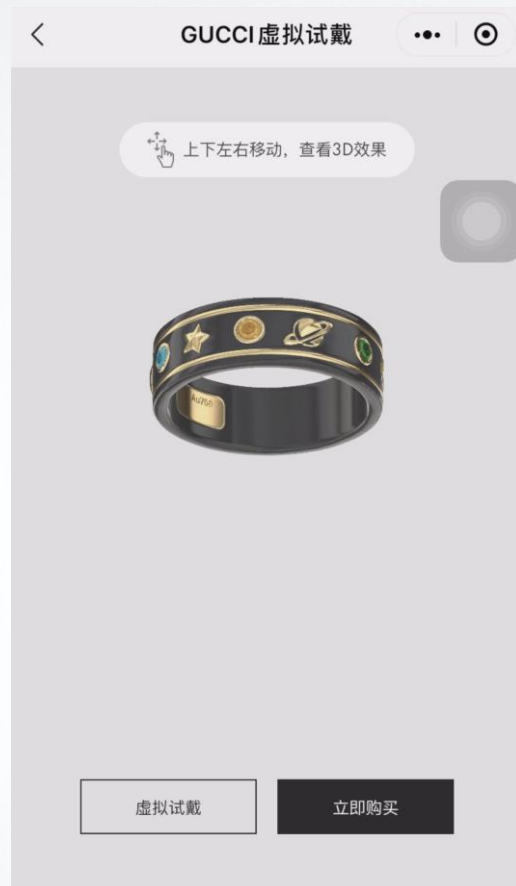
GUCCI 2020高级珠宝系列正式上线。由弥知提供AR试戴技术支持，帮助用户不仅能够通过高仿真模型展示360查看高级珠宝商品细节，还能通过AR试戴功能一键试戴GUCCI高级珠宝细节，并一键跳转至GUCCI线上精品店直接完成购买



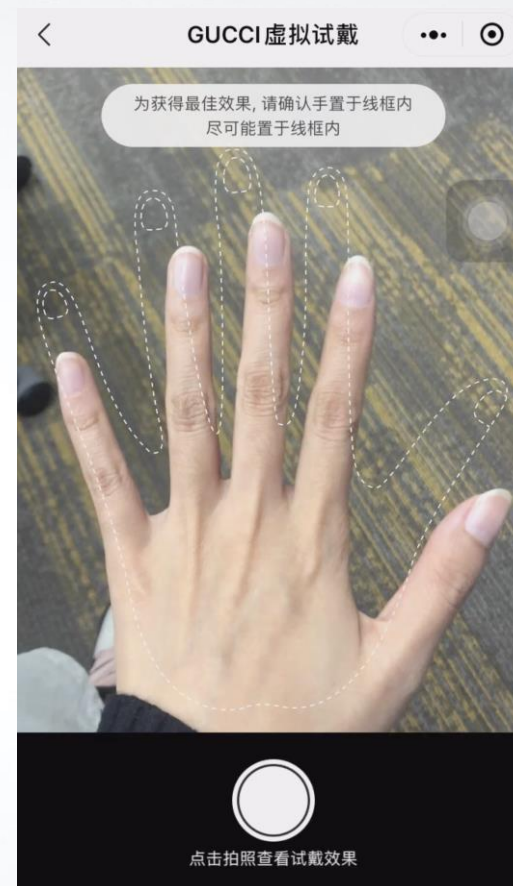
Step1 Homepage or
Product List/Detail Page



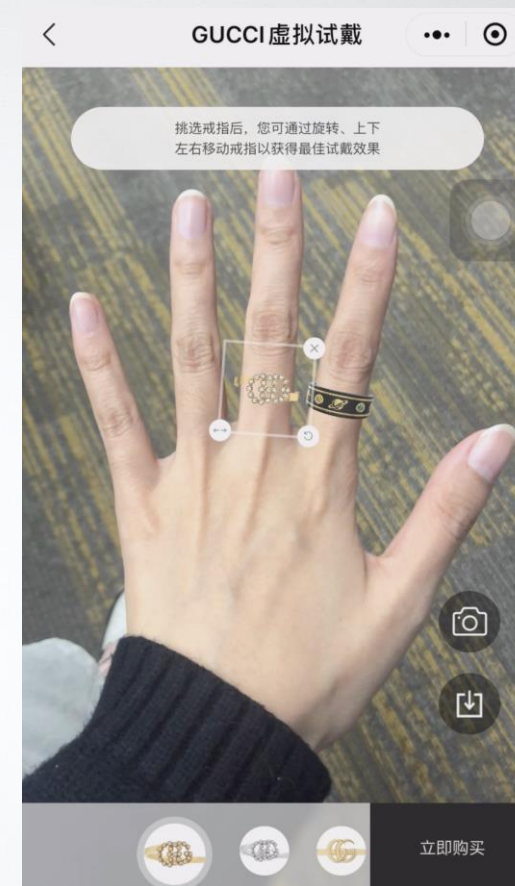
Step2 3D Interaction



Step3 Take photo to try-on



Step4 AR Try-on interaction



- You can rotate and look closely on details, change color or material ect.

- Take a photo of your hand we will beautify it and put a real ring on it
- AI segmentation supported

- All fingers can have as many rings as you like
- Ring will attach to the right position on best fit



AR摇摆迷宫

由我司与京东独家合作AR特别企划双11全民营业「AR摇摆迷宫」。用户通过控制小球走出城市主题迷宫获得金币奖励，瓜分10亿大奖！
本次互动为京东APP带来近600万UV
用户总闯关次数1400万+
为京东直接引单约4000万元



11.11

京东全球好物节

11.1-12



弥知科技
KIVISENSE



AR摇摆迷宫

小脑袋控球玩转京东11.11



Web SLAM 大场景解决方案

AR SAAS SOLUTION : Web SLAM

Web AR SLAM

无需下载APP，打开微信扫一扫即刻进入AR体验。结合微信朋友圈广告，极大提升消费者体验积极性，有效降低用户流失率。



AR互动 - 打卡引流 - 抽奖拉新

1:1还原AR场景至真实环境中，消费者可走进AR场景进行互动，稳定的空间定位互动赋予消费者更沉浸的AR体验。结合打卡引流，增强商家ROI转换



OUR PARTNERS


KERING

GUCCI

qeelin

Pomellato

diptyque
paris

ULYSSE  NARDIN
SINCE 1846 LE LOCLE - SUISSE


LOUIS VUITTON

DIOR

 京东


中国烟草
CHINA TOBACCO

Imagine
your
Korea

BIODERMA
LABORATOIRE DERMATOLOGIQUE

 安永
Building a better
working world


浙江省博物館
ZHEJIANG PROVINCIAL MUSEUM



LVMH
MOËT HENNESSY • LOUIS VUITTON

Johnson & Johnson

Cartier

VANS
"OFF THE WALL"

IFS
国际金融中心
CHENGDU IFS

感谢聆听

Been everywhere known everything



sales@kivisense.com