IMMERVISION

see more, smarter

INNOVATIONLAB

METHODOLOGY

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DESIGN THINKING TO EQUIP YOUR DEVICE WITH INTELLIGENT VISION

We use Design Thinking to **brainstorm, develop and deliver innovative solutions** related to wide-angle optics, sensor fusion and image processing technology. This process puts our scientists, optical designers, image processing engineers, partners and clients to work with a clear understanding of users' needs. The approach includes 6 steps going from a **clear understanding of the problem** to the **delivery of the proof of concept or market-ready solution**.

Design Thinking help us challenge assumptions, redefine problems and identify alternative strategies and solutions. Today, this **iterative and non-sequential approach** is used by highly innovative companies, such as *Apple, Google, IBM* and *GE*. The methodology is also taught at universities around the world, including *Stanford, Harvard* and *Massachusetts Institute of Technology (MIT)*.

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DESIGN THINKING PROCESS

We use Design Thinking to collaborate with our client and with other stakeholders at every stage of the research and development process.

UNDERSTAND

1. Empathize

It starts with people. Understanding users' needs and the problems they face is paramount to what we do. Usually, our client provides us with enough information to inspire our work.

2. Define

We use this information to frame the right questions and to define the problem in a way that will inspire others to search for creative solutions.

EXPLORE

3. Ideate

We brainstorm on potential solutions. Generate innovative ideas. Gather inspirations. Move past the obvious toward breakthroughs.

4. Prototype

We build a minimum viable solution, a rough prototype to validate our assumption and learn how to make the idea even better.

MATERIALIZE

5. Test

We conduct the necessary testing to learn from experimentation, refine ideas and iterate from feedback.

6. Deliver

We craft the story and deliver a documented solution, ready for implementation. The blueprint for putting the vision into action.

DEEP SEEING

[dep-seiNG]

Deep Seeing enables smart devices with augmented vision. By capturing high quality visual and contextual data in new ways, it unlocks the potential of Artificial Intelligence. Like superhuman eyes for your smart device.

GET IN TOUCH WITH US

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