

FROST & SULLIVAN

*IKIN*

**2022**  
**TECHNOLOGY**  
**INNOVATION**  
**LEADER**

*GLOBAL HOLOGRAPHIC*  
*SOLUTIONS INDUSTRY*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. IKIN excels in many of the criteria in the holographic solutions space.

AWARD CRITERIA	
<i>Technology Leverage</i>	<i>Business Impact</i>
Commitment to Innovation	Financial Performance
Commitment to Creativity	Customer Acquisition
Stage Gate Efficiency	Operational Efficiency
Commercialization Success	Growth Potential
Application Diversity	Human Capital

### Advanced 3D Volumetric Experiences

Founded in 2018 and headquartered in San Diego, California, IKIN is a holographic hardware and software solutions developer. The company delivers innovative holographic experiences for various

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*- Elizabeth Whynott,  
Best Practices Research Analyst*

consumer and commercial applications, including social media, gaming, cosmetics, video conferencing, and warehouse logistics in a broad range of industry verticals. IKIN’s ARC™ and RYZ™ platforms enhance augmented reality (AR), virtual reality, extended reality, and merged reality with a three-dimensional (3D) volumetric display that does not require goggles or headsets. The company’s continuous holographic solutions advancements establish it as an early industry innovator and mover.

In 2020, Frost & Sullivan recognized IKIN for its industry impact and visionary innovation and remains impressed with the company’s continuing evolution and sustained leadership.

### A Commitment to Innovation and Creativity

Backed by world-class subject matter experts, the company developed the IKIN ARC™ and RYZ™ over the

last four years. The company refined its holistic approach to 3D volumetric holography, continuously building its technology to bridge industry gaps.

IKIN's solutions are available as two hardware devices, the IKIN ARC™ for commercial applications and the RYZ™ for the consumer market. The IKIN ARC™ is the company's purpose-built large-format holographic projection desktop device that enables group collaboration in commercial environments. The standard application programming interfaces (APIs) and software systems render images and video into 3D volumetric holographic experiences. The IKIN ARC™ is modular and scales for clients' unique

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use-cases, including operations and control centers, manufacturing, logistics, conferencing, and medical training. Implementing the IKIN ARC™ brings tremendous business advancements compared to traditional methods, including enhanced user experiences, productivity gains, faster service delivery, and reduced operating costs.

The RYZ™ device attaches to personal mobile devices, enabling full-touch interactive holographic experiences. Users can interact between two-

dimensional (2D) screens and the RYZ™ volumetric 3D display by controlling the image's movement, scale, position, and depth. The RYZ™ software application couples with the RYZ™ device to empower users with a sharing ecosystem and diverse capabilities, including scanning, gaming, social media, and transitioning photographs and videos to volumetric holographic experiences. With fifth-generation (5G) network connectivity and an ultra-dense photon field that provides a full spectrum of color even in ambient conditions, users experience immersive holographic displays with zero latency for vibrant streaming, conferencing, and other visual interactions.

The RYZ™ and IKIN ARC™ are open architecture platforms that seamlessly transition software applications created in Unity and other standard AR libraries to the company's ecosystem for immersive holographic experiences. Each hardware platform also has downloadable software development kits (SDKs) and open APIs. The open architecture platform empowers developers to create innovative use-cases and expand its utilization in industry verticals.

IKIN's holographic hardware and software solutions are remarkably simple to operate. The company's internal development team pays specific attention to ensuring an intuitive user interface. IKIN's patented facial tracking software enables the user to change the holographic image by simply moving their head in any direction. For example, with IKIN ARC™, a smart city can be viewed as a 3D holographic image that users can explore by simply moving their head to change their view, unencumbered by goggles or a headset. IKIN's volumetric holographs can be captured and transferred under different network connectivity strengths (e.g., 5G, fourth-generation), with the most detailed and fastest presentation under 5G network connectivity.

Frost & Sullivan identifies IKIN's 3D volumetric holographic solutions as groundbreaking, innovative technology. Its strong intellectual property portfolio, 27 in-process patents, uphold its pioneering technology, adding value relative to its growth potential, thus securing a competitive advantage.

### **Commercial Success**

IKIN has a proven track record of success. For example, early in the COVID-19 pandemic, a global cosmetic company required a solution that would enable virtual assessment of product performance. When 2D video conferencing could not provide the necessary detail to assess performance, the company turned to IKIN for its volumetric holographic solution. Rather than avoiding this problem, IKIN addressed it head-on. The cosmetic company received scans of users' faces and viewed them on the IKIN ARC™ in real-time. The IKIN ARC™ provided rich levels of detail at the cellular level to examine the texture, depth, and minute changes over time, and delivered a cost-saving solution.

Additionally, the United States (US) Department of Defense (DoD) has awarded IKIN the test implementation of a new 5G military hologram technology for smart warehouse applications.<sup>1</sup> The company's solution is a comprehensive warehouse management system that integrates with existing inventory systems and enables users to locate and track inventory and find misplaced or lost inventory, improving warehouse management capabilities and increasing efficiency.

Frost & Sullivan anticipates rapid, widespread technology adoption of IKIN's solutions as 5G capabilities continue to roll out. The company's first-mover status and product roadmap to evolve as 5G matures strengthens its position on emerging opportunities.

### **Client Relationships Lead to Expansion Opportunities**

IKIN demonstrates high-growth potential. The company is well-positioned in the market, with an industry-leading product that provides tremendous value in high-demand sectors. IKIN is in the early stages of revenue generation and has several key contracts. For example, the company has a three-year master service agreement with a global cosmetic company. As a result, IKIN has expanded its volumetric holographic solution for additional scanning applications, including turbine inspections, military jet take-off and landing inspections, and crop monitoring. Additionally, the company's two successful test implementations for the DoD position it as a provider of choice for the US Marine Corps' upgrade of 4,000 of its global warehouses' management systems. The company is also expanding this warehouse management solution for other logistics applications (e.g., inventory tracking, loading trucks).

IKIN promotes itself at regular events and conferences. The company attends the IT Expo, where it conducts product demonstrations and engages with developers. Through these interactions, the company showcases the IKIN ARC™ and RYZ™, and receives positive responses and feedback. Likewise, the company's open SDK and developer ecosystem, including IKIN University, also enable developers to drive additional use-cases, content, and applications for IKIN's holographic solutions.

As of 2022, IKIN has raised almost \$24 million in funding from private investors. The company will use the funding to accelerate content creation and distribution. IKIN's impressive growth momentum and trajectory are a testament to its product leadership, earning its clients' trust and loyalty and enabling it to capture market share.

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<sup>1</sup> <https://ikininc.com/products/business-solutions/>

## Conclusion

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Technology is a critical success factor for the holographic solutions industry. Yet, with many options available, market stakeholders need to leverage the most appropriate and best technology-based solutions to optimize their market impact. With the IKIN ARC™ and RYZ™, IKIN delivers immersive three-dimensional volumetric experiences to consumer and commercial markets. The modular and purpose-built IKIN ARC™ is ideal for commercial applications, including teleconferences, scanning, and logistics, and can improve business productivity, reduce operating costs, and enhance user experiences. The consumer-focused RYZ™ attaches to personal mobile devices and enables full-touch interactive holographic experiences. IKIN stands out from competitors based on its commitment to innovation and creativity while achieving commercial success. IKIN has seen its solutions successfully implemented by a global cosmetic company with its IKIN ARC™ delivering rich levels of cellular-level detail in assessing users' product use. The company was also chosen to test implementation of a new fifth-generation military hologram technology for smart warehouse applications by the United States Department of Defense. IKIN's holographic technologies and open architecture software solution empowers developers to create innovative use-cases and drive the company's growth.

For its strong overall performance, IKIN is recognized with Frost & Sullivan's 2022 Global Technology Innovation Leadership Award in the holographic solutions industry.

## What You Need to Know about the Technology Innovation Leadership Recognition

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Frost & Sullivan's Technology Innovation Leadership Award recognizes the company that has introduced the best underlying technology for achieving remarkable product and customer success while driving future business value.

### Best Practices Award Analysis

For the Technology Innovation Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

#### *Technology Leverage*

**Commitment to Innovation:** Continuous emerging technology adoption and creation enables new product development and enhances product performance

**Commitment to Creativity:** Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

**Stage Gate Efficiency:** Technology adoption enhances the stage gate process for launching new products and solutions

**Commercialization Success:** Company displays a proven track record of taking new technologies to market with a high success rate

**Application Diversity:** Company develops and/or integrates technology that serves multiple applications and multiple environments

#### *Business Impact*

**Financial Performance:** Strong overall financial performance is achieved in terms of revenues, revenue growth, operating margin, and other key financial metrics

**Customer Acquisition:** Customer-facing processes support efficient and consistent new customer acquisition while enhancing customer retention

**Operational Efficiency:** Company staff performs assigned tasks productively, quickly, and to a high-quality standard

**Growth Potential:** Growth is fostered by a strong customer focus that strengthens the brand and reinforces customer loyalty

**Human Capital:** Commitment to quality and to customers characterize the company culture, which in turn enhances employee morale and retention

