Holographic presence

Revolutionizing Meetings in the 6G Era
Stefania Puzderova

- Business Development
Holograms were only a Dream
Today's tools are Flat
In MATSUKO we believe that *Holograms unleash the full spectrum of emotions*, while avatars limit them to a narrow range.
Hologram quality evolution - real time

Performance optimization setting for execute processing on GPU threads, not working properly on Telefonica GPUs.

Great increase in image quality, dynamism and hologram definition. Higher FPS number achieved so far.

Improved hologram quality for ears. Still good quality.

First videos. Poor hologram quality, low number of FPS. Fairly granular and little sense of real time.
GO-TO-MARKET STRATEGY

One Hologram to Many Viewers
Live or prerecorded
Corporate events

One Hologram to One Hologram
Interactive
Interactive sessions

Many Holograms to Many Holograms
Immersive
Hybrid office

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EDUCATION - HIGH SCHOOLS

- Teachers as holograms for more engaging courses.

NGOs - INSPIRATIONAL PITCHES

- Hologram of role models inspire girls in their careers.

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HUMAN RESOURCES AND CEOs PRESENTATIONS

CEO of DT IT Solutions
Welcoming employees, onboarding newcomers.
In the offices and also during the Career expos.
https://www.youtube.com/watch?v=snenSGSpqEQ

SPORTS

TOUR DE FRANCE DIRECTOR SPEAKS TO FANS IN A MATSUKO HOLOGRAM
2023

Patented real-time single camera technology

iPhone  iPad  Quest  Nreal  Hololens
Today, we make history

United States Patent Application No. 17/538,664 Filed
November 30, 2021
METHOD, SYSTEM, AND MEDIUM FOR 3D OR 2.5D
ELECTRONIC COMMUNICATION

We are pleased to inform you that we have received an Issue Notification from the United States Patent and Trademark Office. The above-referenced application has been allotted U.S. Patent Number 11,783,531 and will issue on October 10, 2023.
Technology: Machine learning on Cloud

Mobile App
Single camera
(Sender)

ML algorithms running on cloud infrastructure (or on-premise)

Glasses (Receiver)
Human pixel by pixel into voxels
Many participants, hardware agnostic

*from MATSUKO’s patent*
6G eXperimental Research infrastructure to enable next-generation XR services targets the development and extension of the four research infrastructures to make them ready for advanced experimentation:

1) networking, computing enablers
2) XR enablers
3) RAN enablers
4) Sustainability enablers for local green energy, controlling energy sources and charging/discharging, energy measurement and optimization solutions
**6G-XR**

**IMS - Control layer**

**6GXR**: to strengthen European leadership in 6G technologies by enabling next-generation XR services and infrastructures.

IMS - Control layer: utilization of existing WebRTC standardisation.

Increase in bandwidth and the complex capacity to transmit these volumes of data & ensure low latency and jitter values.
IMS - Control layer

Alice - Presenter

Service Backends

ClOUD IMS-XR Gateway

EDGE Matsuko servers

DCS

IMs Core(s)

Bob (+others) - Viewer(s)

Internet

5G/4G network
Network APIs: Hologram quality improvements

5G Network APIs
Real-time holographic calls

Effect on hologram quality in heavy traffic:

- Lower latency
- Lower jitter
- Higher bandwidth
- Higher resolution

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WORLD’S ONLY REAL-TIME REALISTIC 3D PRESENCE APP

#FYUZ23

www.fyuz.events

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I know of no other company on the planet producing real time holograms with the quality that you are producing. I think this is amazing. This is the application that captures our imagination to think about 5G and the future of communication and video conferencing. I was amazed to see how real this is.

Randy Adams
CEO, C-Level Solutions

You look very great, really good. It's like in Star Wars. Good spatial feeling, really great. And much more personal than 2D video. This is very impressive.

Lars Vogel, Director of New Work,
T-Systems Multimedia Solutions GmbH

Impressive experience of the Matsuko app. I was impressed by the fidelity of the images.

Tom Winstanley
UK CTO, NTT data

We will be able to offer our customers a new way of communicating, using this new holographic technology to deliver a more immersive "virtually there" experience.

Daniel Hernández
VP Devices & Consumer IoT, Telefónica

The app is incredible, with a strong feeling of presence of the person.

Adrian Verdugo, Deloitte

"..."
EARLY ACCESS - 3D CONTENT CREATORS

How does MATSUKO work?

MATSUKO is a mixed reality app that allows you to have holographic meetings with other people anywhere in the world. Use your iPhone to capture and stream yourself and XR headset to view others’ holograms and 3D content.

It is designed to provide a realistic and immersive communication experience that feels like in-person meeting.

SIGN UP ➔
Get together.

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