

## ANALYZING COMPETITORS, INNOVATIONS, AND MARKETS IN THE GAMING INDUSTRY



### A Tier 1 Gaming and Entertainment OEM Provider

The Client was interested in identifying state of the art developments and key potential partners to improve the quality of their leading global gaming platform and develop new functionalities to surpass their competitors.



### CHALLENGE

The Client engaged PreScouter to help them solve technical challenges faced by their global R&D team through technology scouting and assessment efforts across a wide variety of technical topics.



### APPROACH

PreScouter examined 11 technology topics for the client's Annual Research Support Service license. This involved using expert insights, identifying relevant startups and companies, and highlighting academic developments. Some of the topics covered were:

- Human skin capturing/rendering
- Deformable user interfaces
- Energy-efficient computing
- VR/AR optics (Vergence and accommodation conflict resolution)
- Logo asset creation
- Semantic video understanding
- Eye tracker/gaze tracking technologies
- Emotion recognition tools



### OUTCOME

PreScouter's research and analysis presented the Client with **over 80 vendors** across the selected segments. PreScouter **recommended 10 key partners** with whom the Client has begun collaborating with to develop their next-generation gaming platform.

