



AMZON (HK) LIMITED

Interactive & Real as You Are!

A boon to Hong Kong's leading institutions and industries, AMZON (HK) LTD is specializes in designing and creating a multimedia environment that provides a holistic one-stop-shop experience. TERENCE TSENG, its Director, speaks on its potential.

Imagine being able to visualize your concept, be it a shopping-mall, a public facility, or even an educational facility that needs to be built. Even before the first brick can be laid, you can experience what it will look and feel like, thanks to Amzon (HK) Ltd and its ingenious approach to customized 3D technology.

"Originally we applied our self-developed high tech to the different industries and provide customized products to different clients, and then we looked for more recurrent business models and that's how our business transformation came about," says Terence Tseng, the firm's director.

Filling a Niche

"We find that there's much need for interactive high-tech in mid-end to low-end market, including entertainment, sports, education etc., as they expect for a special partner who can provide both the adaptable high tech in an affordable price and user-friendly operation," Tseng explains.

The huge market potential incited us to shift our business to develop the standardized products for education, entertainment and certain professional fields.

Education: To provide an educational entertainment center which contains much high tech such as virtual reality, augmented reality, 3D projection, motion tracking etc., making children enjoy learning through interactive games and helping them burn energies, obtain practical abilities as well as develop positive personalities.

Leisure: To cooperate with the global fitness equipment company and co-develop a brand new interactive gym system with virtual reality, motion tracking technol-



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ogy and social media function, which provides adults a like-real environment to exercise with more fun and react to users' speed, direction and angle simultaneously and precisely.

Virtual Reality System: To provide an 1:1 like-real environment for visitors to see 3D simulated content, walk and experience how concept design works in reality. With our cutting-edge motion tracking technology, simulated content in Virtual Reality System simultaneously changes according to user's point of view and movement. It is a self-help software that professional users could change 3D content at ease. It is a sophisticated, high-tech, all-rounded, portable, yet affordable, immersive virtual reality solution."

The Gap in Interactive Solutions

"In general, hi-end competitors with immersive VR (for Virtual Reality) CAVE or interactive technology focus on customized projects, they conduct the non-recurrent business with higher cost, less efficiency and difficulty in providing overseas support. In contrast, taking advantage of our self-developed technol-

ogy, standardized product range, reasonable price and convenient service, we have confidence in the competitiveness in Asia Pacific region," says Tseng.

He adds: "Low-end competitors with simple products are in lower entry level and lack of R&D in cross-over with flexible usages. In contrast, we master the interactive visual high tech and perfectly combine it with the foreseeable market needs thus provide more appealing and exciting interactive solutions.

Business Synergy

"The special technical talents proficient in our business are limited and not easy to recruit, thus on one hand we find talented people who take a strong interest in the related field with capacities and train them as the new force, on the other hand we put certain business in mainland China in terms of R&D and BD, and make use of business opportunities there to ensure the smooth and promising development of company. The local market is a small place that we are now focusing on the whole Asia Pacific market, providing portable and replicated products to develop regional market with minimal operational cost by synergy with business partners.

The trick is to keep the great vision that brings VR technology to life and constantly develop applications. We need to stay forward-looking to the market and development trends, while proactively planning to smoothly and effectively develop business. Striking win-win deals with strategic partners while developing and motivating technical talent, is the way forward," concludes Tseng. ■

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