

TECH: IKIN CREATES NEW WAY OF INTERACTING

Holographic Solutions

By [Fred Grier](#)

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Photo Courtesy of Ikin. IKIN, is a San Diego-based company developing the first holographic technology that can sit in the palm of your hand without requiring additional headwear.

IKIN, a San Diego-based company founded in 2017, is currently in discussions with some of the largest companies in the world to provide holographic solutions for both businesses and consumer experience applications.

Led by CEO Joe Ward, and Taylor Griffith, IKIN's CTO and founder. The company aims to provide an ecosystem in which people will have access to tools to create, interact, touch and feel holographic environments.

Holographic Software

“With the introduction of RYZ we are excited to show the world a completely new way of interacting with holographic technology right in the palm of their hands,” said Ward. “We firmly believe that the launch of RYZ will lead to significant advances in visual technology and will impact how both consumers and businesses leverage it.”

The company's patented holographic technology works in ambient light, is compatible with both Android and iOS operating systems, and does not require goggles or headwear.

IKIN's technology will enable anyone to create personalized 3D holograms which can be made using a smartphone.

The free-standing holograms can be recorded, replayed, and even manipulated by the user. In practice, this means the user can interact with the 3D images as if they were real life objects.

“IKIN is pioneering new visual technologies. We're taking a unique stance on AI manipulated visual rendering environments and then utilizing 5g frameworks to create holographic experiences,” said Scott. “We've created an API and software system which gets embedded onto your devices and then can create this entire ecosystem for really any device on the planet.”

Preparing for Launch

IKIN is planning to engage developers in Q1 2021, and is expected to roll out its consumer-facing solution in late 2021.

The company sees opportunity across multiple verticals, said Ward, noting that the mobile gaming industry alone is in the “multi-billions” which IKIN plans to capitalize on. Other verticals include healthcare and telemedicine, IoT and industrial, and mobility solutions.

“We're in the process of talking to a number of potential partners on both the content side and the distribution side. Those conversations are going very well,” said Ward. “There's a significant amount of positive energy around what we're doing.”

In terms of the business model, the company plans to monetize through manufacturing, licensing and through a subscription model.

In addition, IKIN will offer a revenue sharing model to encourage a wider audience of both consumer and business users.

Ken Wilbur, associate professor of business analytics and quantitative marketing at UC San Diego's Rady School of Management, provided his perspective on the growing holographic software trend and the overall market.

"Technologies like this typically evolve in unexpected ways. Virtual reality and augmented reality bets go back to the 1980s with major improvements recently. It might be really exciting if IKIN can render without goggles," said Wilbur. "There are some interesting challenges involved."

Prior to IKIN, Ward, a seasoned technology executive, served as vice president of global channel strategy at ShoreTel, and also held senior positions at Vertical Communications, Inter-Tel Technologies Inc. and Mitel.

Scott, formerly worked as a private biochemical researcher for 12 years and is recognized as one of the most sought after visual technology consultants in the industry.

Doug Garnhart is the chief financial officer, Cody Oakland is the executive vice president of marketing, Al Loaiza is the executive vice president of operations, and Chuck Oakley is vice president of global manufacturing and supply chain management.

So far, the company has raised over \$10 million from investors, with ongoing efforts to raise additional capital. Headquartered in San Diego, the company employs 22 local staffers.

"We're absolutely committed to expanding our footprint within the San Diego Community. Our goal is to recruit and keep top talent and build a successful company here in San Diego," said Ward.