



Unity Technologies and Tata Elxsi Launch Centre of Excellence

'New CoE establishes a global innovation platform to help customers accelerate digital transformation'

October 4, 2017 -- New Delhi -- Unity Technologies, the leading global development platform for creating 2D, 3D visualisations, virtual and augmented reality experiences and games, today announced a collaboration with Tata Elxsi to launch a Centre of Excellence (CoE). The CoE will serve as a global innovation platform that brings together Unity developers, researchers and industry stakeholders and accelerate knowledge sharing of best practices in digital transformation.

The Unity-Tata Elxsi partnership is significant as it builds the single largest pool of Unity developers in India. This new CoE establishes a global innovation platform to help customers accelerate digital transformation.

While Unity reaches over 2.5 Billion devices around the world, and is used to author more than two thirds of all AR/VR content, Tata Elxsi brings in the integrated expertise of combining Design, Technology and Content Development capabilities. With global design centers, Tata Elxsi has been helping clients globally to create compelling experiences and enhanced workflow for customers across industries. With Unity's expertise in futuristic technologies like AR / VR, combined with Tata Elxsi's turnkey capabilities, this Centre of Excellence will propel latest innovations. This CoE will contribute to the continued growth that Unity has already seen across sectors including architectural visualisation, film and entertainment, automotive, engineering and manufacturing, as well as government.

Quentin Staes-Polet, Director South Asia Pacific, Unity Technologies, said, "AR/VR technologies are fast transforming how businesses innovate, collaborate and communicate. The CoE in partnership with Tata Elxsi, is testament to the success of Unity's platform and its developer ecosystem - not just for games, animation and film, but across industries which are using AR/VR in innovative ways. In an era where VR/AR applications are changing countless industries – from education, to manufacturing, architecture and art – Unity is enabling the developers of tomorrow achieve greater success today. We at Unity are delighted to partner with Tata Elxsi's team, an established global leader in design and innovation"

Commenting on the CoE, **Anil Sondur – Executive Vice President, Tata Elxsi** said, "Augmented and virtual reality technologies are the next generation of



computing. Tata Elxsi foresees usage of these advanced platforms across various industries and verticals. Tata Elxsi is already in a leadership position in the use of these technologies for several industries and has used Unity as a development platform. This global partnership will enable Tata Elxsi to support new applications for customers across industries worldwide.”

At the upcoming Unite Austin 2017 event which is from October 3-5 in Austin, Texas, Tata Elxsi will be showcasing its latest innovations and solutions in Augmented and Virtual Reality using the Unity platform.

About Unity Technologies

Unity Technologies is the creator of a flexible and high-performance end-to-end development platform used to create rich interactive 2D, 3D, VR and AR games and experiences. Unity's powerful graphics engine and full-featured editor serve as the foundation to develop beautiful games or apps and easily bring them to multiple platforms: mobile devices, home entertainment systems, personal computers, and embedded systems. Unity also offers solutions and services for creating games, boosting productivity, and connecting with audiences including Unity Ads, Unity Analytics, Unity Asset Store, Unity Cloud Build, Unity Collaborate, Unity Connect and Unity Certification. Unity Technologies serves large publishers, indie studios, students and hobbyists around the globe. For more information, visit: <http://unity3d.com> to see the latest games and experience created in Unity, go to: <http://madewith.unity.com>.

About TATA ELXSI

Tata Elxsi is a fully integrated global design and technology consultancy, creating innovative products, services and experiences to build brands and help businesses grow. By intersecting design and technology, Tata Elxsi enables clients globally to bring new ideas and products to market.

Its services span across research and strategy, to design, creative digital content including augmented reality and virtual reality, technology implementation and systems integration. Tata Elxsi addresses the automotive, communication, consumer products, defence, healthcare, media & entertainment and transportation sectors. This is supported by a network of design studios, development centres and offices worldwide. To learn more visit www.tataelxsi.com.

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