Boeing HorizonX India Innovation Challenge (BHIIC)

The Hyderabad based startups, Merxius and ZestIOT , after winning the **Boeing HorizonX India Innovation Challenge (BHIIC)** have started exploring ways on their collaboration with the aviation giant.

> While Merxius is engaged in harnessing the potential of extended reality (XR) which encapsulates virtual, augmented and mixed realities, ZestIOT is using Internet of Things (IoT), a network which comprises devices connected to one another by means of the Internet, to bring about an increase in airline efficiency.

Note:

Extended reality

- Extended Reality (XR) is an umbrella term encapsulating **Augmented Reality (AR), Virtual Reality (VR), mixed reality (MR)**, and everything in between.
- Although drawing the line between AR and VR experiences can be challenging, it is clear that many of the same underlying technologies will power revolutionary XR experiences.
- XR will transform everyday consumer experiences and many market verticals from industrial manufacturing and healthcare to education and retail.

- **Augmented Reality (AR)**- An enhanced version of reality where live direct or indirect views of physical real-world environments are augmented with superimposed computer-generated images over a user's view of the real-world, thus enhancing one's current perception of reality.
- **Virtual Reality (VR)**- It can be referred to as immersive multimedia or computer-simulated reality which replicates an environment that simulates a physical presence in places in the real world or an imagined world, allowing the user to interact in that world.
- **Mixed reality (MR)**-It can be referred to as hybrid reality that is the merging of real and virtual worlds to produce new environments and visualisations where physical and digital objects co-exist and interact in real time.

Internet of Things

The internet of things, or IoT, is a system of interrelated computing devices, mechanical and digital machines, objects, animals or people that are provided with unique identifiers (UIDs) and the ability to transfer data over a network without requiring human-to-human or human-to-computer interaction.

- Launched in November 2017, the Boeing HorizonX India Innovation Challenge 1.0 will energize aerospace innovation in India.
- The challenge, in collaboration with India's fastest growing startup T-Hub, invited the best Indian startups to propose solutions for complex challenges in the areas of Autonomous and Unmanned systems, Advanced manufacturing, Industrial IOT, Analytics & Artificial Intelligence and machine learning.