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Boeing HorizonX India Innovation Challenge (BHIIC)

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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.