

# Development Strategy of 3D Sensor Unicorn Orbbec

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## Abstracts

Orbbec, a startup headquartered in Shenzhen of China and dedicated to 3D sensing technology development, has the world's third-largest number of patents related to 3D sensing. With more than 2000 enterprise customers, this company has caught the attention of several venture capitalists and has become a unicorn firm with valuations greater than US\$1 billion. This report analyzes Orbbec's development milestones, product portfolio, business operations, secrets behind its success, and strategic plans.

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### **LIST OF COMPANIES**

ADI  
Alibaba  
ams AG  
Ant Financial  
Apple  
Baidu  
Bosch  
Cowell  
Eventec  
Finisar  
Foxconn  
Genius  
GF Xinde Investment  
GloFo  
Gloke Blueway Technology  
Gold Stone Investment  
Green Pine Capital Partners  
Hadilao  
Himax  
HP  
Huawei  
Infineon  
Intel  
IQE  
Keenon  
KFC  
Largan  
LG Innotek  
Lumentum  
Mantis Vision  
MediaTek  
Microsoft  
Ofilm  
Oppo  
Orbbec  
OrinStar  
OVT  
Panasonic

Ping An Insurance Group  
PTOT  
Q Technology  
Qualcomm  
RPC Photonics  
Megvii  
SAIF Partners  
Sandi Zhiyi  
Sense Time  
Sesame Credit  
Shandong Cable TV  
Sharp  
Sony  
STM  
Sunny Optical  
TI  
Truly Opto-electronics  
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