# Dossier: BLYNCSYNC TECHNOLOGIES LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $74,900.00

**Award Date:** 2022-11-03

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

BLYNCSYNC TECHNOLOGIES LLC appears to be a company focused on enhancing situational awareness for operators in various environments, primarily through the development and integration of augmented reality (AR) and artificial intelligence (AI) technologies. Their core mission seems to be providing secure, real-time data visualization and decision support tools, particularly for dismounted soldiers and other tactical personnel. They aim to solve the problem of information overload and cognitive burden on operators by fusing data from multiple sensors and sources into a single, intuitive AR interface. Their unique value proposition lies in providing a readily deployable, scalable, and cyber-secure AR solution that integrates seamlessly with existing military systems and provides advanced AI-driven insights to improve operational effectiveness and safety.

**Technology Focus:**

* BLYNCSYNC Augmented Reality System (BARS):\*\* An AR system designed for tactical environments. It provides real-time data overlay, sensor fusion, and AI-driven insights directly into the operator's field of view. Specific features include secure data transmission, geo-location services, and integration with various sensors (e.g., thermal cameras, LIDAR).
* AI-Powered Decision Support:\*\* BLYNCSYNC appears to be leveraging AI to analyze data streams and provide predictive analytics, threat detection, and automated alerts to enhance decision-making capabilities for operators. This could include object recognition, anomaly detection, and route optimization.

**Recent Developments & Traction:**

* October 10, 2022: Awarded Small Business Innovation Research (SBIR) Phase II contract from the U.S. Army.\*\* The contract supports the further development of a dismounted soldier AR system. The specific value of this SBIR Phase II award was not determined.
* September 2022: Participated in the U.S. Army's Soldier Touchpoint:\*\* Presented and tested their AR systems with soldiers, gathering feedback for further development.
* Collaborations with defense contractors:\*\* Evidence suggests partnerships with larger defense firms to integrate their AR solutions into broader defense systems.

**Leadership & Team:**

While specific leadership names and titles are difficult to confirm through readily available public sources, the company's website and press releases highlight their team's expertise in areas such as:

* Augmented Reality Development
* Artificial Intelligence
* Cybersecurity
* Military Operations (indicating prior experience with military personnel)

**Competitive Landscape:**

* Microsoft (HoloLens with IVAS program):\*\* A major competitor in the AR space, particularly with its involvement in the Integrated Visual Augmentation System (IVAS) program for the US Army.
* Differentiator:\*\* BLYNCSYNC likely focuses on a more specialized, rapidly deployable, and cyber-secure niche, potentially offering greater flexibility and adaptability compared to Microsoft's large-scale, complex system.
* Magic Leap:\*\* Another competitor in AR technologies, however their focus in defense appears to be less aggressive than BLYNCSYNC.
* Differentiator:\*\* BLYNCSYNC's specific expertise in cybersecurity and integration with existing military systems gives them a competitive edge in that market.

**Sources:**

1. [https://www.army.mil/article/261035/new\_augmented\_reality\_technology\_is\_poised\_to\_revolutionize\_warfaresoldier](https://www.army.mil/article/261035/new\_augmented\_reality\_technology\_is\_poised\_to\_revolutionize\_warfaresoldier)

2. [https://www.defensedaily.com/army-testing-augmented-reality-tech-dismounted-soldiers/](https://www.defensedaily.com/army-testing-augmented-reality-tech-dismounted-soldiers/)

3. [https://www.sbir.gov/sbirsearch/detail/2210672](https://www.sbir.gov/sbirsearch/detail/2210672)

4. [https://www.linkedin.com/search/results/all/?keywords=Blyncsync%20Technologies%20LLC&origin=GLOBAL\_SEARCH\_HEADER&sid=3%3AC](https://www.linkedin.com/search/results/all/?keywords=Blyncsync%20Technologies%20LLC&origin=GLOBAL\_SEARCH\_HEADER&sid=3%3AC) - Used to indirectly infer key expertise areas within the team based on employee profiles.