

## 《企业的未来在哪里？虚拟现实！》

导读:随着科技的发展，虚拟现实开始影响人们的生活。其中，企业的发展也越来越受到其影响。



PCI-Suntek Technology hit it big when it became a major supplier of the Guangzhou 2010 Asian Games, providing innovative IT solutions for the city's transportation and public security systems during the event.

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Before that, the company was a distributor of information technology products for international giants such as Apple and IBM.

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"Being a distributor of IBM and Apple won't make you big profits in the long term. We started investing a lot in research and development of smart solutions for public facilities in the early 1990s," said Liu Bin, assistant president of PCI-Suntek Technology.

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“The company's core intelligent technologies and products are now widely used in such areas as transportation, public safety and city management, covering more than 90 cities in China and the Asia-Pacific region.”

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According to Liu, the Shanghai-listed company's sales of smart solutions and products would surpass 10 billion yuan (\$1.47 billion) in 2017.

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“Virtual reality is not all about internet-based entertainment. We will integrate the technology into various sectors such as education, automobiles, tourism, medicine and health, aiming to explore new business growth,” Zang said.

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“Virtual reality will be a big market in the near future. We will make greater investments in R&D to develop new technological innovations and solutions in new sectors.”

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Technology companies in Guangzhou have become a strong force in the local economy as the city has been transforming its industrial structure.

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By the end of 2015, the city had developed nearly 2,000 high and new technology enterprises, according to local government sources.

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