

HP OMNICEPT SOLUTION



THE INSIGHTS YOU NEED TO REVOLUTIONIZE VR.

Introducing a revolutionary way to transform app development. With our intelligent VR platform, uncover actionable insights to adapt each user's experience and take training, wellbeing, creation and collaboration to the next level.

[The future of VR is here.](#)



SECURITY & PRIVACY

As a trusted brand that has been operating for over 80 years, HP recognizes that privacy is a fundamental human right and further recognizes the importance of privacy, security and data protection to customers and partners worldwide. HP has a long-standing history of industry leadership in privacy and data protection. Together with a robust portfolio of products and services, HP can support customers' and partners' efforts in protecting personal data.

HOW DOES IT WORK?



HP Reverb G2 Omnicept Edition senses biometric data and forwards it to VR applications for real-time analytics

No data is stored on the headset. Privacy controls incorporated into the headset and via the VR application enable users to manage the headset sensors on or off.

Biometric data is then utilized via the HP Omnicept software that is integrated into the VR application

Biometric data is not active if user opts out via the headset or VR application and if the headset is no longer running. This solution meets or exceeds GDPR requirements.

Ongoing HP Omnicept performance improvement

VR application developers may choose/opt to provide de-identified user data back to HP where that data will be used to improve machine learning models in order to provide the most adaptive and beneficial VR experience possible.

DE-IDENTIFIED DATA

- You must give consent to have your data collected and it is entirely up to you to opt-in.
- HP is not selling the data. HP will use the data to improve product performance to achieve the most accurate insights possible.
- All software partners must adhere to our corporate and product privacy policies that will be in the end user license agreement.
- The data is stored on HP's server infrastructure that has the highest level of security of any and all HP data, including HP's own business data.
- De-identified data is aggregated with all other unstructured data and cannot be traced back to the user.
- As one of HP's global standards, GDPR means "General Data Protection Regulation" and is the privacy standard that protects users related to the collection and processing of personal data.