

Apple Buys Kinect Maker?

Written by Marco Attard
22. November 2013

According to conflicting reports Apple either already bought or plans to buy PrimeSense, the Israel-based company behind the 3D sensor technology inside the first Kinect peripheral.



The news comes from Israeli financial paper Calcalist, who says Apple acquired Primesense for \$345 million. However anonymous sources tell AllThingsD Apple did not buy the company just yet, but is "close" to doing so.

"We are focused on building a prosperous company while bringing 3D sensing and natural interaction to the mass market in a variety of markets such as interactive living room and mobile devices," PrimeSense tells Reuters. "We do not comment on what any of our partners, customers or potential customers are doing and we do not relate to rumours or recycled rumours."

Such a muddled account of the possible deal is not surprising, seeing how a veil of secrecy covers anything involving Apple. Calcalist first reported on a potential Primesense acquisition back in July 2013, but reportedly legal issues slowed negotiations down.

PrimeSense provided the 3D sensors and cameras powering the first version of the Kinect, but not the second-- the next generation Kinect packaged with the Xbox One uses of Microsoft technology.

Go [Apple Buys PrimeSense for \\$345m \(Calcalist\)](#)

Apple Buys Kinect Maker?

Written by Marco Attard
22. November 2013

Go [Apple Aiming at PrimeSense Acquisition \(AllThingsD\)](#)

Go [Apple Buys Israel's PrimeSense for \\$345m \(Reuters\)](#)