

Tipping Point Military Innovation Unveils Major Improvement to IVAS for Coordinated Targeting

TPMI enhances IVAS with AI-powered coordinated targeting, boosting battlefield efficiency and lethality for U.S. Army squads.

ORLANDO , FL, UNITED STATES, March 18, 2025 /EINPresswire.com/ -- [Tipping Point Military Innovation](#) (TPMI), a

leader in military technology, announces a groundbreaking improvement to the U.S. Army's

Integrated Visual Augmentation System (IVAS), enhancing coordinated targeting for increased battlefield lethality. This is one of dozens of IVAS advancements owned by TPMI, reinforcing its role in redefining military technology.



IVAS integrates augmented reality (AR) into soldiers' headgear to enhance situational awareness and combat effectiveness. TPMI's latest improvement leverages patented technology (U.S. Patent 11,380,065) to solve a critical battlefield challenge: target fixation—when multiple soldiers unknowingly focus on the same enemy, leaving other threats unaddressed.

TPMI's solution enables multi-Soldier coordinated targeting by integrating imagery from IVAS headsets and using real-time object segmentation and eye-tracking technology. Soldiers receive color-coded digital overlays in their displays, assigning each soldier a unique target. This ensures that forces distribute their firepower efficiently, maximizing lethality and reducing battlefield vulnerabilities.

Bob Douglas, a pioneer in U.S. Army technology, has been instrumental in driving these innovations. Douglas, a recipient of the Dr. Joseph V. Braddock Award from the Army Science Board, has contributed to major Army modernization programs, including the development of advanced sensor technologies and enhanced battlefield awareness solutions.

"In combat, targeting can mean the difference between life and death," said Douglas. "TPMI's coordinated targeting solution has the potential to revolutionize squad-based warfare by

ensuring soldiers engage threats with maximum efficiency.”

TPMI invites collaboration to integrate this cutting-edge advancement into IVAS.

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