

# Where Big Tech builds its AI Labs

The Greater Zurich Area has emerged as a global hub for pioneering AI research, attracting numerous international tech giants to establish their operations in Switzerland. Especially the City of Zurich is home to numerous big tech companies that are closely clustered, creating a walkable and interconnected environment.



## Google

Google's Zurich office, the largest research hub outside the US with over 5,000 employees, focuses on advanced AI solutions across various domains like Google Maps, Search, YouTube, and cybersecurity.



## NVIDIA

Located in Zurich since 2008, the tech giant runs a R&D hub with over 200 employees to further develop its software and has acquired several ETH-spin-offs.



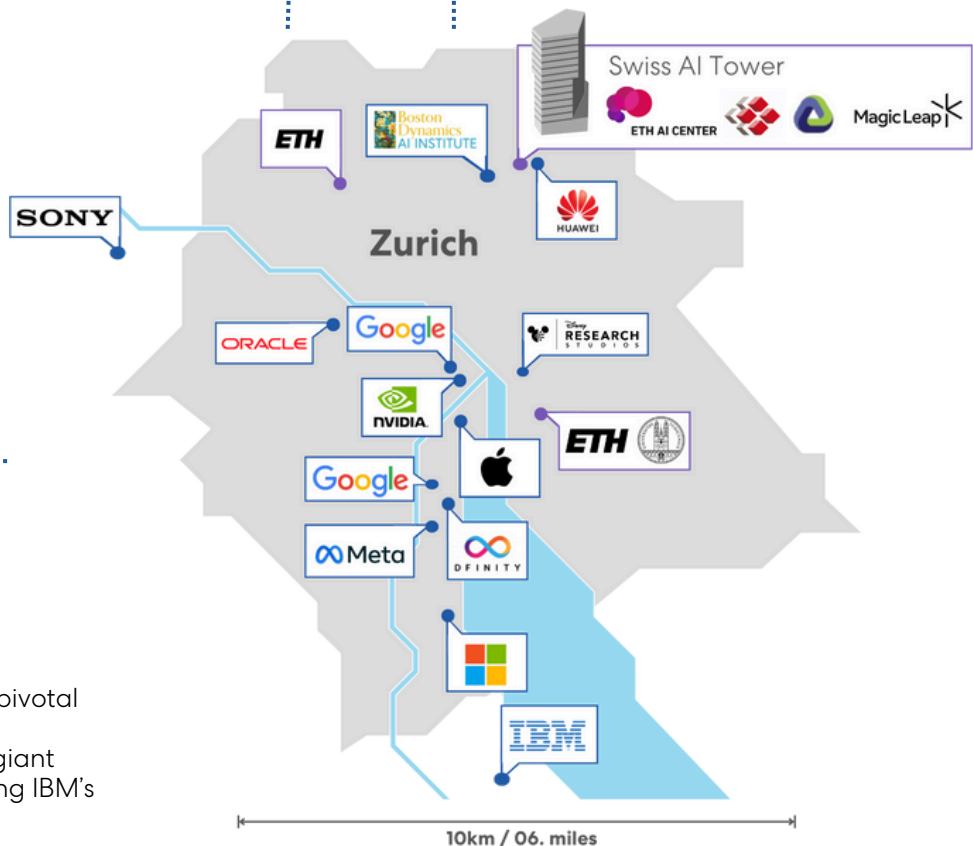
## Apple Vision Lab

Apple is operating the "Zurich Vision Lab", focusing on AI research in computer vision, machine learning, robotics, and autonomous systems. This lab is expected to significantly influence future Apple products, including the rumored Apple Car, AR/VR headset, and enhancements to Siri.



## IBM Research Lab

Established in 1956, IBM's Zurich Lab is a pivotal AI research center, working on various AI advancements. IBM partners with Swiss giant ABB to develop industrial AI solutions using IBM's Watson supercomputer.





Disney  
**RESEARCH**  
STUDIOS

**DisneyResearch|Studios**

DisneyResearch|Studios in Zurich pioneers scientific advancements in visual computing, machine learning, and AI to enhance the technical and creative filmmaking process. Complementing their expertise is a close academic partnership with ETH Zurich.

**SONY**

**Sony AI Zurich**

The Sony AI Zurich office aims to accelerate AI research and enhance creativity, especially in the entertainment sector.



**Microsoft**

**Microsoft Mixed Reality & AI Lab**

Led by ETH Professor Marc Pollefeys, this lab focuses on mixed reality, using computer vision to map environments and assist users in performing tasks.



**Boston Dynamics**  
AI INSTITUTE

**AI Institute of Boston Dynamics**

Opening in 2024, the AI Insititue in Zurich targets critical AI problems in robotics, collaborating with ETH Zurich to advance the engineering and science of intelligent machines.

**Meta**

**Meta**

Meta's Zurich team researches advanced technologies that underpin current and future AR/VR products. The research lab focuses mixed reality and human-machine interaction, which is essential for the development of the metaverse.

**Looking to join Greater Zurich's global AI ecosystem?  
Get in touch!**

Greater Zurich Area Ltd is the official investment promotion of Zurich and surrounding Swiss cantons. We help you grow your business in Switzerland - all free of charge.

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