

# *Innovega Breaks the Mobile Media Bottleneck*

## ***Releases design for new AR, Social Media and Entertainment interface***

SEATTLE, WA., May 17, 2011 – Innovega Inc., a developer of novel video eyewear that is free from usual optics and lenses, announced today that it has achieved two important milestones in its plan to deliver reference designs, proprietary components and supply chains to its OEM customers.

While new wearable displays continue to improve and offer alternatives to tiny mobile device screens, in some way they are only a half-step to meeting highly demanding requirements of AR and other interactive media applications.

Innovega's mission is to respond fully to certain short-comings of traditional approaches by delivering eyewear that meets the following needs:

1. Cool, comfortable eyewear that incorporates vision, image capture, and other sensors to fully enable the wearer's interaction with both digital media with their immediate surroundings;
2. Display performance that mimics natural human vision: high-resolution, very wide field of view, 3D;
3. Natural, non-blocking, optically transparent eyewear that eliminates the social barrier that opaque lenses tend to create. It is believed that this natural interface could well become the ultimate social media accessory.

Video eyewear designers have traditionally attached magnifying lenses to the eyewear in order to enable viewing of miniature flat-panel displays. To deliver an exciting experience while also accommodating human vision these lenses had to be large and either move to align with translation of the eye, or be expanded to deliver imagery over a wider area. Defense users have accepted large, heavy, costly, and power inefficient designs in order to achieve acceptable image quality. Consumers have often been left to settle for small-image displays that usually blocked awareness of their environment. Only by eliminating bulky magnifiers from the eyewear could designers meet the 3 requirements listed above and thus deliver the new experiences that AR and other media applications have promised.

Innovega has now demonstrated a “zero eyewear optics” solution by placing miniature optics into otherwise conventional contact lenses. 100 million consumers (and 20% of 18 to 34 year-old consumers) already wear contact lenses. In some ways we view these 100 million consumers as “the chosen few” since we believe that due to minimal switching costs, many will transition to our licensed smart-lenses. This new personal media interface that comprises both lenses and eyewear will enable developers to offer consumers advanced AR, mixed media and other interactive applications.

“Over the past month we have demonstrated a fully functional contact lens that both sharpens the wearer’s view of their environment (using traditional correction techniques) and at the same time delivers wide field of view, high-resolution video from a ½ inch diagonal panel that our OEM customers will ultimately wrap into their stylish eyewear” said Steve Willey, Innovega CEO. “On a parallel track, we have taken steps to finalize our launch platform and at this time believe it will deliver fully transparent, HD, 3D, ultra-widescreen video”. Innovega CEO added that, “this seems to be the right design-point as we look into the future of personal media applications”.

### **About Innovega Inc.**

Innovega provides components, core technology and reference designs that enable its customers to develop a new generation of personal media eyewear. Its novel approach that eliminates magnifying optics from the eyewear frame enables significant reduction in bulk and weight while at the same time substantially improving digital display performance. Innovega will focus on delivering transparent eyewear to eliminate the social barrier that might otherwise be present.

Source: Innovega Inc.

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Innovega has modified this graphic of Oakley eyewear in order to describe its new panoramic, see-through, HD/3D, Personal Media Interface

