



## Vuzix to introduce the World's First Consumer Augmented Reality Video Eyewear at 2009 Game Developers Conference

See this groundbreaking technology at the Moscone Center, Booth Number 6420 NH, on March 23<sup>rd</sup> – 27<sup>th</sup>, 2009 in San Francisco, CA

Rochester, NY – March 24, 2009 – [Vuzix Corporation](#), the leader in video eyewear for the mainstream consumer, defense and low vision markets, will showcase a game-changing Augmented Reality Accessory Kit for the popular VR920 Virtual Reality Video Eyewear. Partnering with [metaio, Inc.](#), a world leader in augmented reality software solutions, Vuzix will demonstrate at the [2009 GDC](#) how a simple printed page can be brought to life with 3-D animated characters that literally pop out of the book. Additionally, be prepared to experience the thrill of a fantasy tale coming to life with a fire breathing dragon flying overhead.



Vuzix AR Accessory Kit consists of two main features:

- **CamAR™**, a clip-on USB camera that mounts onto a pair of Vuzix Video Eyewear. The CamAR not only allows the user to see through to the real world but is also designed to accurately track objects and the user's position in 3-dimensional space.
- **PhasAR™**, a wireless augmented reality input controller is designed to be used in unison with the CamAR™. The PhasAR™ allows users to interact with virtual, mixed and augmented reality worlds with a revolutionary *6 degree of freedom tracking system* that lets the computer know exactly where the user is touching in the virtual and real worlds. Depending on the application, the PhasAR™ can become anything from a powerful virtual magic wand to a 3-D virtual paint brush. The PhasAR™ enables powerful 2-D like mouse support in order to effortlessly control virtual objects in 3-D space.

Together, these new devices allow the user to perceive and interact with the real world in ways they have never dreamed of before.

“This capability, known as Augmented Reality (AR), will open up new applications in the gaming, education and business sectors,” said Vuzix CEO, Paul Travers. “The applications for gaming and education will range

from books that come alive to interactive worlds with 3-D characters that materialize right in your living room.” “You have to ask yourself,” said Travers, “why play video games on your flat panel when it can be brought right into your family room?”

Please visit **booth number 6420 NH** for the opportunity to experience this technology for the first time. Additionally, we are also happy to set up interviews where available for an in-depth review of this technology.

*For specific product of company information, please visit [www.vuzix.com](http://www.vuzix.com).*

*For more information on metaio, please visit [www.metaio.com](http://www.metaio.com).*

*To request additional information or product images, please contact PR Representative Greg Mondshein at (305) 576-1171 x22 or at [gregmondshein@maxborgesagency.com](mailto:gregmondshein@maxborgesagency.com).*

## **About Vuzix Corporation**

Vuzix Corporation manufactures personal display devices for the entertainment, defense, industrial and low vision medical markets. Vuzix products provide users with a portable and private big screen experience that delivers big screen mobile entertainment in the consumer markets, low vision assist in the medical markets and tactical information in the defense markets. The company is revolutionizing the mobile display industry and aims to continue to create products that enrich the lives of its customers. Vuzix has won six CES Innovations Awards since 2005, the 2008 RetailVision *Best New Product – Hardware Award*, the awards for the 2006 Frost & Sullivan Technology Innovation of the Year Award for European Mobile & Wireless services and has been named the 12<sup>th</sup> fastest growing privately held company in Rochester, NY by the Rochester Democrat & Chronicle and awarded one of Inc. 500 magazines’ fastest 5000 companies. Founded in 1997, Vuzix is a privately held company with offices in Rochester, NY, London, UK and Tokyo, Japan. For more information, please visit [www.vuzix.com](http://www.vuzix.com).

## **About metaio, Inc.:**

As a pioneer in the area of Augmented Reality technology, metaio develops software products for visual interactive solutions between the real- and virtual world. Based on the software platform Unifeye, 3D-animations can be integrated seamlessly into live-video streams respectively into pictures of the real-user’s environment. Founded in February 2003, metaio employs at the moment 50 people at three different locations. The head office of the company is based in Munich. The subsidiaries metaio Inc. located in San Francisco, CA and metaio Asia respectively in Seoul South Korea. At the moment metaio has over 140 renown customers out of different branches and areas. Among them are: BMW, Siemens, Peugeot, EADS, Bertelsmann, KUKA, SCION, MINI and Volkswagen.

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