

## Vuzix Announces Strategic Partnership with Wikitude

*Alliance with World's Leading Augmented Reality Technology Provider Means 35,000 Developers Can Now Actively Develop AR apps for Vuzix Smart Glasses*



*Simulated image of what user sees wearing the M100 running Wikitude Software*

**February 4, 2014 – Rochester, NY – [Vuzix® Corporation](#) (OTCQB: [VUZI](#)), a leading supplier of Video Eyewear and Smart Glasses products in the enterprise and consumer markets, today announced a strategic partnership, development, sales and marketing alliance with [Wikitude™ GmbH](#) (Salzburg, Austria), one of the largest Augmented Reality (AR) software technology providers in the world.**

The alliance with Wikitude means that more than 35,000 registered worldwide developers can now easily create AR apps optimized for the entire current and future line of Vuzix smart glasses, including the recently introduced M100. The alliance means that Wikitude will also be reselling and bundling its software with Vuzix M100 smart glasses to their growing customer base.

In the form of an AR Software Development Kit, Wikitude provides a complete suite of augmented reality technology to software app developers, including a geo-based AR engine, image recognition/tracking services as well as 3D model presentation capabilities. This core technology provides every component necessary to create deep and engaging Augmented Reality experiences and apps.

"Vuzix is very excited to be partnered with Wikitude and we look forward to a long and successful alliance between our companies as we combine forces to make AR a household name among businesses and consumers alike," said Paul Travers, CEO of Vuzix.

"Developers and companies looking to build augmented reality applications for hands free operation now have a product combination that is built to work in sync. Best of all, both hardware and software are available today." says Andy Gstoll, CMO Wikitude.

### **About Vuzix Corporation**

Vuzix is a leading supplier of Video Eyewear and Smart Glasses products in the consumer, commercial and entertainment markets. The Company's products include personal display and wearable computing devices that offer users a portable high quality viewing experience, provide solutions for mobility, wearable displays and virtual and augmented reality. Vuzix holds 36 patents and 12 additional patents pending and numerous IP licenses in the Video Eyewear field. The Company has won Consumer Electronics Show (or CES) awards for innovation for the years 2005 to 2014 and several wireless technology innovation awards, among others. Founded in 1997, Vuzix is a public company (VUZI:QB) with offices in Rochester, NY, Oxford, UK and Tokyo, Japan.

### **About Wikitude®**

Wikitude GmbH, headquartered in Austria, is the renowned pioneer of mobile augmented reality (AR) technology and the company behind a number of award winning AR solutions for smartphones, tablets and wearable display technology. Its fully in-house developed AR solution is available in the [Wikitude AR SDK](#) and [Wikitude Studio](#), and is already enabling thousands of apps, brands, agencies, developers and AR enthusiasts. With more than 35,000 registered accounts and 5,000 AR apps, Wikitude is one of the leading AR communities in the world. The company chairs the international AR technology standardization as part of the Open Geospatial Consortium (OGC). Wikitude® is a registered trademark of Wikitude GmbH, for more information please visit: [www.wikitude.com](http://www.wikitude.com)

### **Forward-Looking Statements Disclaimer**

Certain statements contained in this news release are "forward-looking statements" within the meaning of the Securities Litigation Reform Act of 1995 and applicable Canadian securities laws. Forward looking statements contained in this release relate to future product releases, including the M100 and its capabilities, news opportunities, the Company's ability to capitalize on new opportunities with Wikitude and its developers, sales and marketing efforts of the two companies, and the value of the IP portfolio, among other things, and the Company's leadership in the Video Eyewear and AR display industry. They are generally identified by words such as "believes," "may," "expects," "anticipates," "should" and similar expressions. Readers should not place undue reliance on such forward-looking statements, which are based upon the Company's beliefs and assumptions as of the date of this release. The Company's actual results could differ materially due to risk factors and other items described in more detail in the "Risk Factors" section of the Company's Annual Reports and MD&A filed with the United States Securities and Exchange Commission and applicable Canadian securities regulators (copies of which may be obtained at [www.sedar.com](http://www.sedar.com) or [www.sec.gov](http://www.sec.gov)). Subsequent events and developments may cause these forward-looking statements to change. The Company specifically disclaims any obligation or intention to update or revise these forward-looking statements as a result of changed events or circumstances that occur after the date of this release, except as required by applicable law.

**For further Vuzix information:**

[www.vuzix.com](http://www.vuzix.com)

Investors Relations Contacts:

Andrew Haag  
Managing Partner  
IRTH Communications  
[vuzi@irthcommunications.com](mailto:vuzi@irthcommunications.com)  
877-368-3566

News Media Contact:

Jonathan Hirshon  
Principal  
Horizon PR  
[JH@horizonpr.com](mailto:JH@horizonpr.com)

or

Investor Information at [IR@Vuzix.com](mailto:IR@Vuzix.com)  
Grant Russell, 585-359-7562

**For further Wikitude information:**

[www.wikitude.com](http://www.wikitude.com)

News Media Contact:

Christine Mlynarik  
[media@wikitude.com](mailto:media@wikitude.com)  
Phone: +43 (0) 662243310