



# Press Release

## **Vuzix Leads the Drive for Augmented Reality Standards and Compelling Content**

*Leading Smart Glasses manufacturer sponsors ARNY Meetup and AR Standards Community Meeting*

New York, NY -- (April 8, 2013) - [Vuzix Corporation](#) (TSX-V: VZX, OTC:BB: VUZI, FMB: V7X) today reaffirmed its commitment to the Augmented Reality (AR) marketplace by becoming a primary sponsor of two events which focus on advancing the adoption of AR and supporting the developers of compelling content.

“Having begun initial shipments of our Vuzix M100 Smart Glasses to select developers and with the intensifying interest in developing content for use on our smart glasses, we’re showcasing our latest M100 hardware to provide developers maximum insights into how they can begin developing for these exciting Vuzix AR products. We recognize that over three days in May, AR will be highlighted among the relevant communities of New York. We are planning to give away two M100’s over the three days and we’re offering discounts on M100 Software Developer Kits (SDKs) to all attendees,” Vuzix CEO Paul Travers said.

Attendees of both events will be eligible for a 20% discount on Vuzix' recently announced M100 Smart Glasses and Software Developer Kit (SDK) and one lucky participant at each event will win an M100 SDK, which includes a pre-production M100 unit.

The Vuzix-sponsored events include:

- [Augmented Reality New York \(ARNY\)](#) (May 28<sup>th</sup> ) unites AR Developers and enthusiasts to share programming and application development at NYU Polytechnic University. During this evening event, Vuzix will share details of its M100 Smart Glasses, the developer program and its SDK.
- [The Ninth AR Standards Community Meeting](#) (May 29<sup>th</sup> - May 30<sup>th</sup>), hosted by the Computer Graphics and User Interfaces Group at Columbia University, features working sessions during which people seeking open and interoperable AR report on recent advancements, current opportunities and obstacles to AR adoption that can be addressed through development of international standards or community-based, member-driven initiatives.

The ARNY Meetup group, including over 1,300 designers, investors, entrepreneurs, journalists and people with a passion for augmented reality across New York, comes together to discuss new developments and ways to bring AR experiences to consumers in fun, productive and lucrative ways. Vuzix and ARNY meet-up participants will share an evening of brief talks, demonstrations and networking.

Attending this meet-up will be members of the AR Standards Community, which itself will conduct working sessions over the following two days. During the Ninth AR Standards Community meeting developers of AR experiences will share their views about the "pain points" they feel with existing platforms and how these can be addressed. Developers who seek to advance open and interoperable AR content for their solutions, to have the maximum audience size and lower the cost to develop for multiple platforms, are welcome to submit short position papers, bring their demonstrations and participate in the AR Standards Community meeting. Many segments of the ecosystem will be collaborating to reduce barriers to widespread AR. The meeting agenda includes sessions specifically on hands-free displays and smart glasses topics, including software development approaches, such as the Vuzix SDK.

If you're a developer interested in knowing more about the Vuzix M100, please sign up to join Vuzix growing community of application developers at [developer.vuzix.com](http://developer.vuzix.com). Be one of the first to develop on the next frontier of mobile information technology.

### **About The Vuzix M100**

The Vuzix M100, a hands free display peripheral for your smartphone, has a built in color display driven by a powerful processing engine running the Android OS, an integrated head tracker and GPS for spatial and positional awareness. An integrated camera enables video recording, still image capture and the potential for powerful augmented reality applications. Interactive tracking and an integrated camera, combined with newly developed applications on the M100 and a wireless link to the Cloud, enable the merging of virtual information with the real world. The M100 SDK is available in two versions, Gold and Silver. These SDKs are being delivered in stages and include frequent updates, hardware advances when released, and access to the developer center to provide technical and developer community support.

### **About ARNY**

Augmented Reality New York (ARNY) is the largest and most active meetup dedicated to augmented reality (AR). By connecting talent in NYC with the best in AR from around the world, on a monthly basis, it strives to advance the industry. ARNY activities consist of live demos, presenting the latest and greatest, access to education & resources, and incredible networking opportunities. Over the last 3 years, several Augmented Reality startups and many new AR initiatives have sprung out of the meetup. ARNY, among other global events such as Augmented World Expo (AWE) is produced by the not-for-profit organization [AugmentedReality.ORG](http://AugmentedReality.ORG).

### **About AR Standards Community**

The AR Standards Community is an ad hoc group of stakeholders seeking to accelerate adoption of Augmented Reality through the development of open and interoperable data formats and interfaces for AR-ready content and experiences. Since 2010, community members collaborate with a wide variety of Standards Development Organizations (SDO) and relevant industry groups that build or provide open interfaces for AR experiences with a special emphasis on detecting complementary as well as overlapping work. The meetings provide a neutral/grass roots driven environment in which leaders can coordinate activities, and members, including developers of AR experiences and tools worldwide, can provide inputs to SDOs and industries interested in open and interoperable AR. The community's resources, public mailing lists and meeting archives are freely available on <http://www.arstandards.org>

### **About Vuzix Corporation**

Vuzix is a leading supplier of video and cloud connected video eyewear products in the consumer, industrial, media and entertainment markets. The company's personal display products offer users a portable high quality viewing experience for industrial wearable displays, consumer digital content viewing as well as 3D, virtual and augmented reality experiences. Vuzix also provides developer software and support to enable the growth and development of AR applications for its mobile devices. With its origins in defense research and development for next generation display solutions, Vuzix holds over 44 patents and patents pending in the video eyewear field. The company has won 14 Consumer Electronics Show Innovations Awards, the RetailVision Best New Product and several wireless technology innovation awards, among others. Founded in 1997, Vuzix is a public company (TSX-V:[VZX](#) - News, OTC:BB: [VUZI](#), FMB: [V7X](#)) with offices in Rochester, NY, Oxford, UK and Tokyo, Japan. For more information visit [www.vuzix.com](http://www.vuzix.com).

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

Certain statements contained in this 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, among other things, future product releases, including the M100 and its capabilities, new opportunities, the Company's ability to capitalize on new opportunities with developers, the Company's ability and costs to further develop, produce and manufacture the M100, and the Company's leadership in the Video Eyewear 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.

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