

Steve Willey

Co-founder, CEO and Director, Innovega

LEAD SPONSOR



SUPPORTING SPONSORS

Alcon

CareCredit
25 Years of Caring.

DAC
VISION

LUXOTTICA

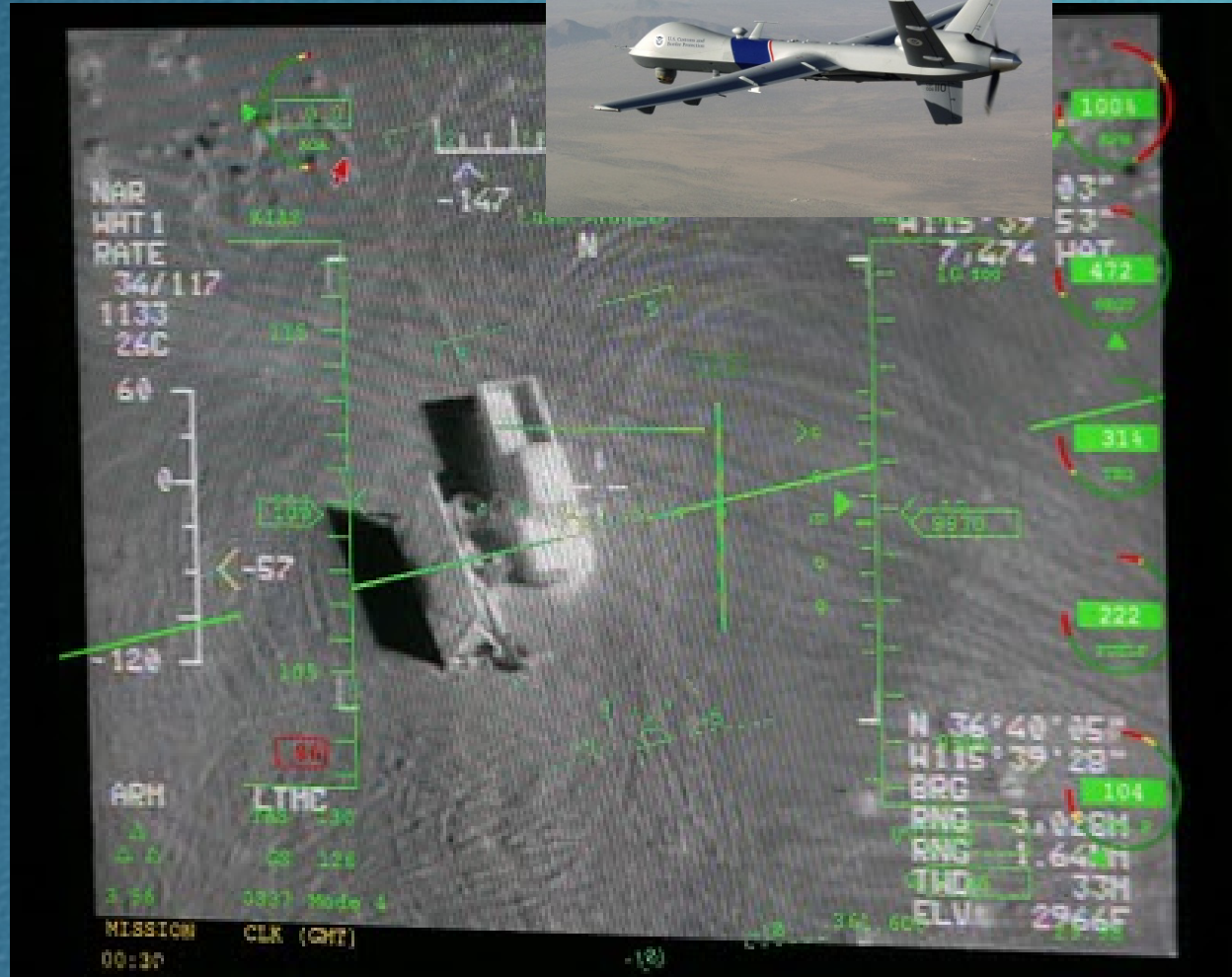

SHAMIR

**INTERNATIONAL
VISION
EXPO**
& CONFERENCE
NEW YORK



*See-through, Immersive and Stylish,
HD/3D Video Eyewear
for Consumer Entertainment, Social
Web, Defense and Low Vision*

***Contact Lens-enabled
Electronic Eyewear***



Imagine ... Security



Police and Secret Service able to see in front / behind at the same time!

In front

Behind



Imagine ... Low Vision

3 Million sufferers of Macular Degeneration



Before



After



Designs for Vision, CEO (low-vision products)

“Steve, your advantages of wide field of view and compact form-factor are important attributes for a quality vision aid”



Imagine ... The Daily Commute

“Heads-Up Display” (HUD)
- Navigation display for you in any vehicle



Imagine ... Social Media



Consumer Texting, Email,
Navigation, **Social Web**



www.microvision.com

Imagine ... Immersive Gaming



*From just
playing the
Game ...*



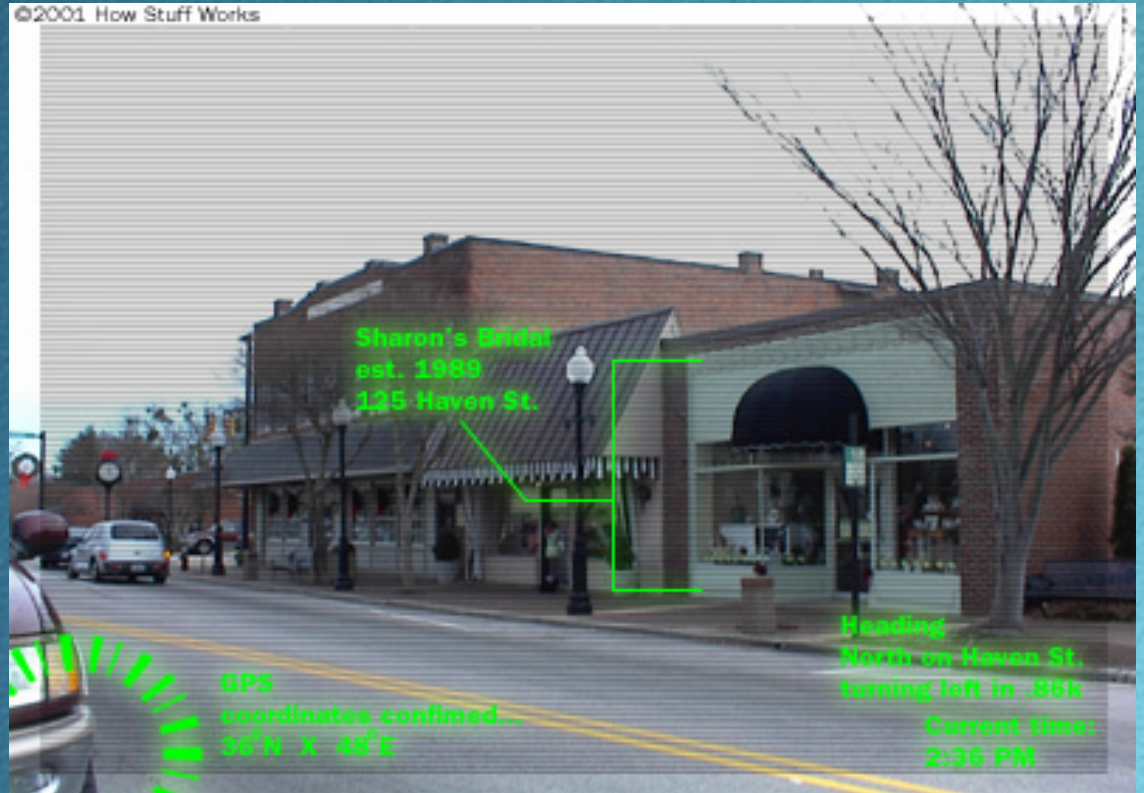
... to being inside the Game!



Imagine ... Augmented Reality



Augmented Reality:
*Blending Digital
Media with our
Real World*



Global Media Company

“Steve .. as we have discussed, this area is critical to the evolution to mobile computing. These users will need new methods of input”.

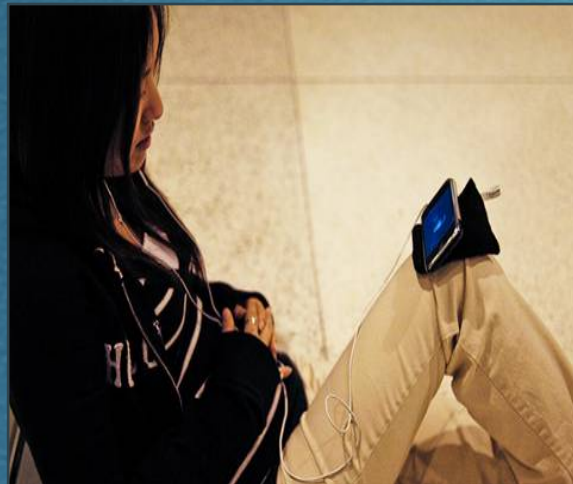
Response to Consumer Need

Mobile Device Screen “bottleneck”



Device must be small to be “pocket-able”

– Screen too small to read! Too small to enjoy!



Improvising



AR Challenges!

Video Eyewear Solution



Anytime, Everywhere Media Access

Big, Panoramic Screen (100° diagonal)

HD - 720p (increasing to 1080p)

3D – True 3D that uses separate images

Optically “Transparent”

Eliminates the usual Social Barrier

A “Natural” media interface

Compact, Stylish, Low-power, Affordable

Ideal Video Eyewear?

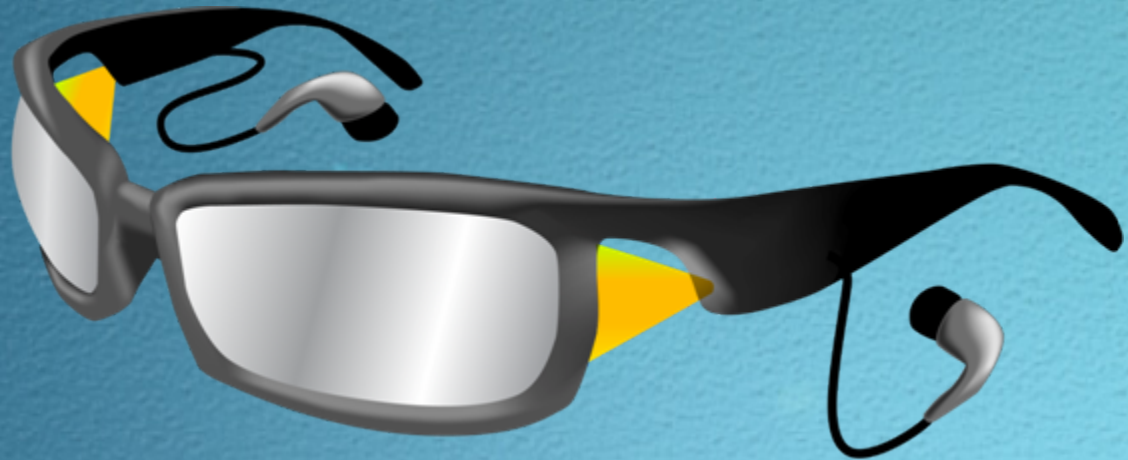
No Bulky Eyewear Optics!



Conventional Video eyewear



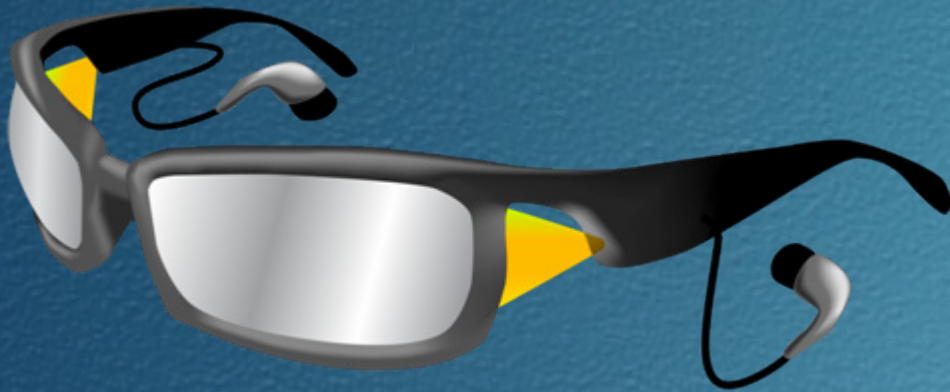
Innovega platform “Zero” Eyewear Optics



The Innovega iOptik™ System Eliminates Usual Eyewear Optics



1. Select *Eyewear Frame*



2. ADD two tiny Flat-Panels or Projectors



3. THEN view screen with Smart *Contact Lenses*

Delivers Real-World and Media

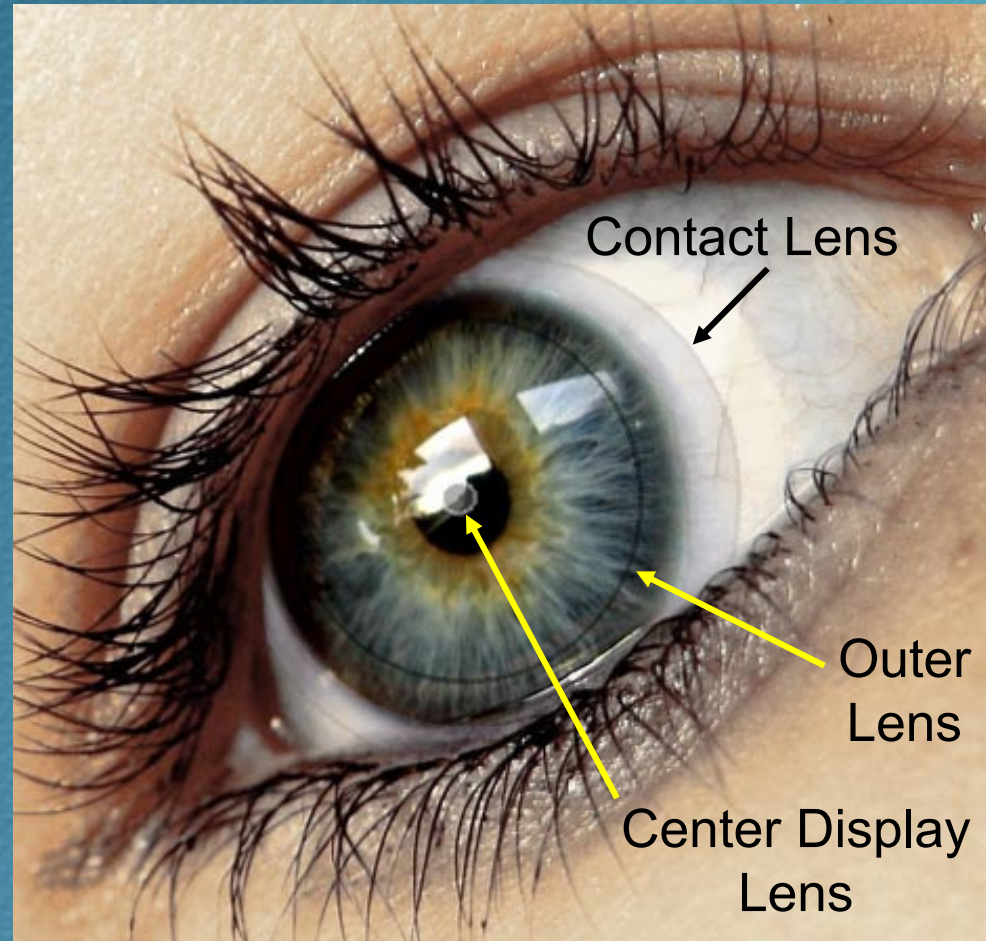


iOptik™ contact lens

1. **Center lens** streams Digital Media
2. **Outer lens** captures wearer's surroundings

Benefit to consumer
Simultaneous ...

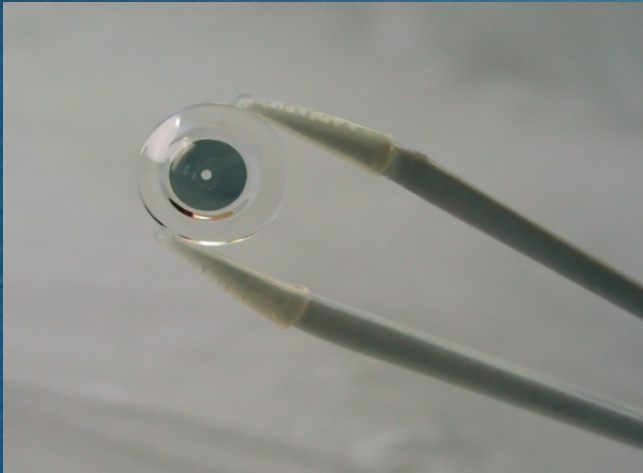
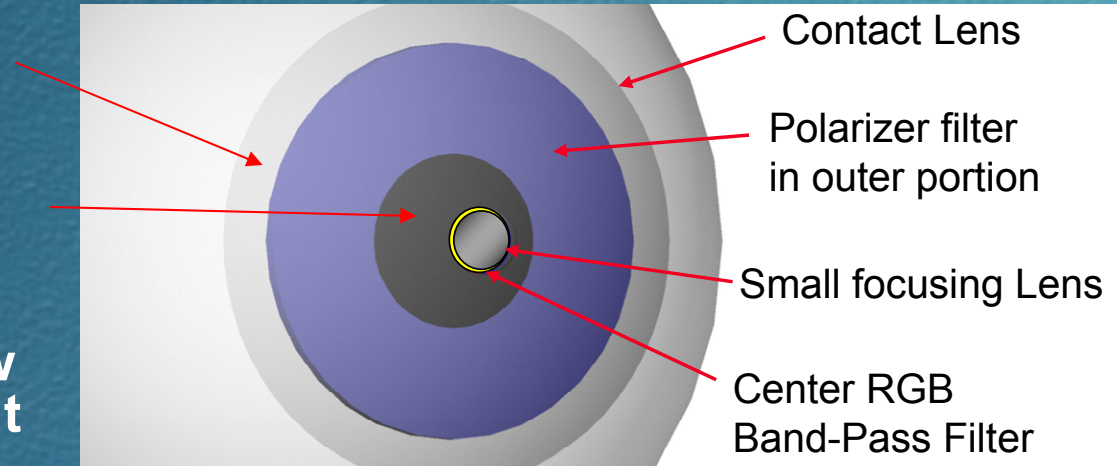
- A. Corrected Vision AND
- B. Continuous access to Digital Media



How iOptik™ Display Works



- **Passes** real world and **rejects** display light
- **Passes** display light and **rejects** real-world
- Enables wearer to view near-eye media without altering normal vision



Opportunity for Ophthalmic OEMs



- Since Innovega platform includes
 1. Next generation Eyewear
 2. Next generation Contact Lenses
 3. Display, eye-tracking, camera modules, processing and software
- Offers Ophthalmic industry a bridge to
 1. New Eyewear consumers
 2. New Contact Lens consumers
 3. New Consumers for all ophthalmic services



*Innovega bridges
Ophthalmic and
Consumer Electronics
Industries*

*Creates a multi-billion
dollar opportunity*



Consumer Electronics Industry

Benefits of Scale and Growth



US Retail Markets

•2011 Total Vision Care Products: \$21.7 B

- Contact Lenses: \$ 3.7 B
- Frames: \$ 8.4 B; Lenses: \$ 9.6 B

•2011 Total Consumer Electronics Hardware: \$144B

- Retail Mobile Phone Accessory Sales: \$ 12.2 B
- Gaming Hardware: \$ 8.1 B; Tablets and PCs: \$43.4 B

Global Market for Video Eyewear

> 1 Billion devices → \$195.3 Billion Sales



I. Niche Markets

1. Defense Training
2. Covert & Battlefield Operations
3. Low-vision

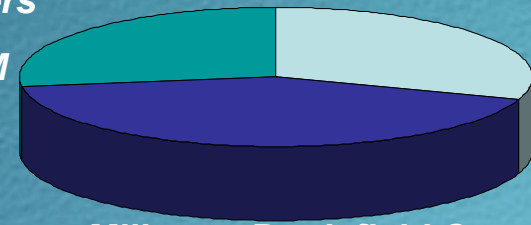
2011 Defense & Low Vision = \$3.3 B

Low Vision - AMD

900 K Users

= \$900 M

Military - Simulation
& Training = \$1B



Military - Battlefield Ops

700 K Users = \$1.4 B

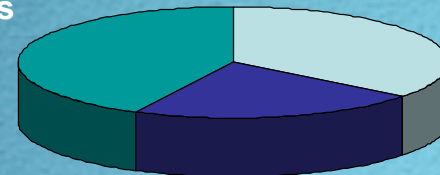
II. Consumer Markets

1. Video Gaming
2. Streaming Video/Movies
3. Smartphone Applications

2011 Consumer Market \$192B

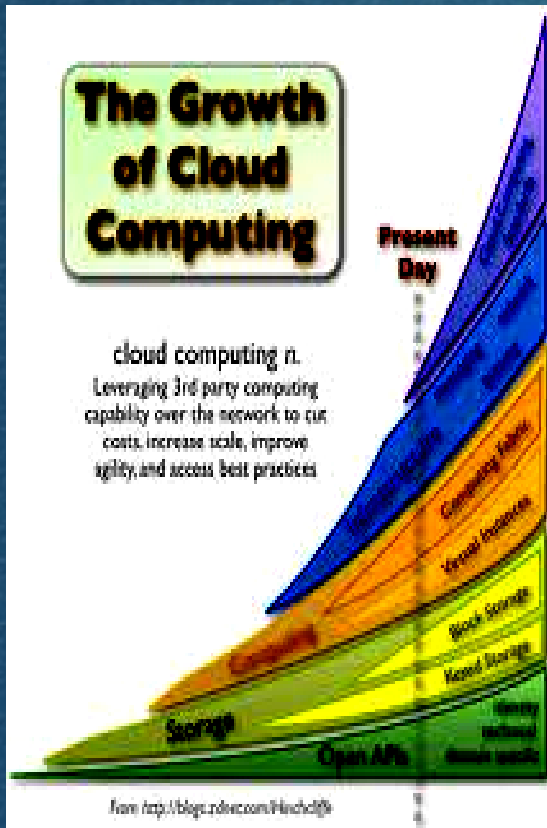
Smart
Phones
465 M
Users

Gaming
391 M
Users

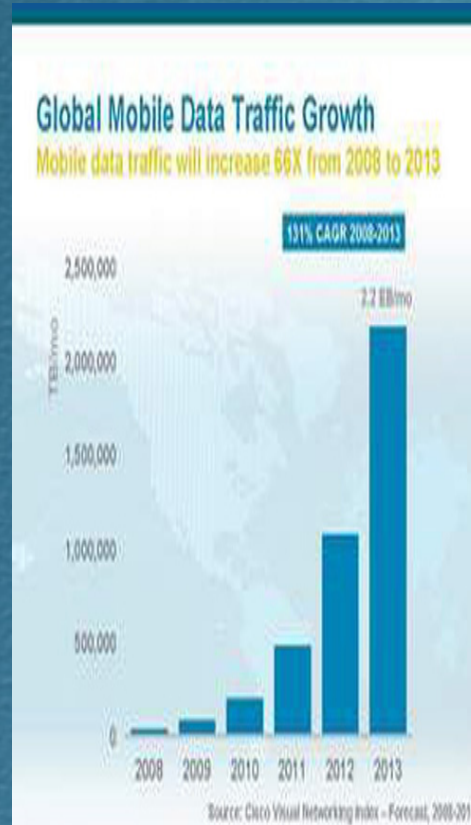


Blu-ray
240 M
Users

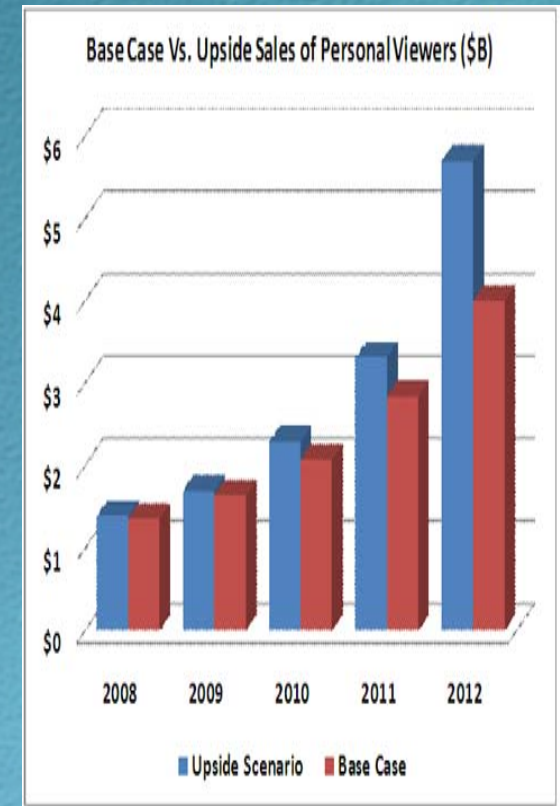
Video Eyewear Demand Drivers



+



=



Cloud

+

4G Wireless
Broadband

→

Video Eyewear

Strategic Partnering Model



Outsourced Module
fabrication

**“DISPLAY”
FLAT-PANEL/
PROJECTOR**

*We
Sell To*

*Eyewear
OEM*

*Who sell
to Channel*

*Eyewear
Providers*

*Who
sell to*

*Consumers
Or Other
End Users*

**“CONTACT
LENS”
COMPONENTS**

*Contact Lens
OEM*

*Eye Care
Providers*

*Consumers
Or Other
End Users*

Progress and Next Steps



- 2010: Won initial contracts
 - Commercial and Government
- Q1/2011: Won NSF Design contract
- Q3/2011: Won DARPA Component contract
- Q4/2011: Won ARMY Prototype contract
- **2012 Objectives**
 - **Collaboration with Strategic Partners from Ophthalmic industry**

Lens-based Video Eyewear



- Niche and Consumer Market Opportunities
- Bridge between Consumer Electronics and Ophthalmic Industries
- Video Eyewear feasibility demonstrated
- Strategic Partnering Model with Ophthalmic OEMs
- Next step to accelerate Consumer strategy
 - **Partnerships with Eyewear suppliers**
 - **Partnerships with Contact Lens suppliers**



*See-through, Immersive and Stylish,
HD/3D Video Eyewear
for Consumer Entertainment, Social
Web, Defense and Low Vision*

***Contact Lens-enabled
Electronic Eyewear***