Lumus Showcases 3D Functionality and Ultra-High Brightness of See-Through Video Eyeglasses at SID Display Week, Los Angeles, 2008

Patented, disruptive Light-guide Optical Element (LOE) technology facilitates a breakthrough, ultra-thin lens for use in natural-looking, transparent eyeglasses that display large, high brightness, full color 3D images in front of the eye

May 15, 2008 – Lumus Ltd., a developer of personal displays for consumer and professional applications is showcasing see-through video eyeglasses with 3D functionality and very high brightness at SID Display Week in Los Angeles. This first see-through and natural looking mobile 3D display is the latest innovation in Lumus video eyeglasses. The revolutionary optical technology projects a full color image from any portable device into the patented ultra-thin LOE lens via twin micro-displays hidden in the temples of the eyeglasses. The image is then reflected toward the eye via embedded see-through elements which create the effect of viewing a large screen. With very high brightness, the Lumus display can even be viewed outdoors in sunlight.

“In addition to killer applications like mobile TV and mobile computing, 3D functionality is another compelling feature of our video eyeglasses. This is in line with the huge push in the movie, TV and gaming industries to provide 3D content”, says Ari Grobman, Business Development Manager at Lumus. “Using our truly portable displays which look like regular eyeglasses or sunglasses that can be used in any environment, consumers can now enjoy 3D media anywhere they want, without looking like gadget freaks – It’s just another extension of our redefinition of what can be viewed on the go” continues Grobman.

These new features enhance Lumus’ transparent eyewear platform which can additionally display information such as stock data, news and emails, while maintaining the discrete natural look of designer eyewear. Further to enabling the viewing of critical data while performing other tasks, Lumus' translucent display provides the wearer with situational awareness even while viewing video content. “We’re giving users simultaneous connectivity to what they want to see and what they need to see, without blocking out the world” says Grobman. “It’s a whole new way of living, communicating, working and enjoying movies, TV and video games anywhere and anytime.”

Lumus sells its eyewear products to large distribution chains. The company also sells its Optical Engine Modules under OEM agreements to leading consumer electronics manufacturers, who then market lines of products integrated with Lumus technology and know-how.

About Lumus

Lumus (www.lumus-optical.com) provides a new dimension for the human visual experience. Enriching human vision with completely natural-looking, see-through eyewear based on the company’s patented breakthrough LOE technology, Lumus is generating a paradigm shift in display technology, which is changing behavior patterns and establishing new horizons in the world of displays. Headed by a team of visionary leaders and pioneers in the world of optics and personal displays, Lumus is creating a new way of living, working, communicating and enjoying movies, TV and video games.