

P R E S S R E L E A S E

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Lumus Unveils Reference Design of Completely Natural Looking, See-Through Video Eyeglasses at CES Las Vegas, 2008

Company's patented, disruptive Light-guide Optical Element (LOE) technology facilitates a breakthrough, ultra-thin lens that displays large, high resolution and full color images in front of the eye

January 1, 2008 – Lumus Ltd., a developer of personal displays for consumer and professional markets that generate a paradigm shift in display technology, is unveiling its reference design for consumer video eyeglasses at CES Las Vegas, 2008. Overcoming the inherent thickness and limitations of conventional optics, Lumus' patented LOE technology receives image content from any portable digital device. As the image is projected into the ultra-thin LOE lens by twin micro-displays hidden in the temple of the eyeglasses, it is reflected into the eye via embedded see-through elements which create the effect of viewing a large screen, like watching a 60" screen from a distance of 10 ft or a 600" screen from a distance of 100 ft.

"We're seeing some potentially killer applications being offered through portable devices, such as mobile TV, computing and gaming, offering a new dimension in location shifting", says Ari Grobman, Business Development Manager at Lumus. "However, without a large enough screen that's portable, discreet and unobtrusive, these applications are impractical for most mainstream consumers. By allowing users to see through and see beyond, we are taking vision to the ultimate level by redefining what can be viewed on the go" continues Grobman.

Lumus eyeglasses offer a super large screen anywhere the user looks and can display video content and information such as stock data, news and emails, while maintaining the natural look of designer eyewear. In addition to enabling the wearer to view critical data while performing other tasks – like discretely reading an email in the middle of a meeting – Lumus' transparent display provides the wearer with situational awareness even while viewing video content. "This gives users simultaneous connectivity to what they *want* to see and what they *need* to see" says Grobman, "offering a 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.