



TruLifeOptics

**DIGITAL
CATAPULT
CENTRE**

**TRULIFE OPTICS SELECTED FOR NATIONAL SHOWCASE OF GROUNDBREAKING
DIGITAL TECHNOLOGY**

Showcase will be part of newly launched Digital Catapult Centre which will drive industry collaboration to unlock business challenges and accelerate innovation

LONDON, UK; 3 NOVEMBER 2014 – Following a competitive application process the [Digital Catapult](#), a national centre to rapidly advance the UK’s best digital ideas, has announced that TruLife Optics has been chosen as one of 28 successful small businesses who will be showcased at the recently announced [Digital Catapult Centre](#).

The company will have the opportunity to demonstrate its groundbreaking holographic optic for the wearable augmented reality industry at a national level, across the seven-week launch season of events to mark the opening of the Digital Catapult Centre.

“Our goal at the Digital Catapult Centre is to work with startups, SMEs, enterprises, academics and other contributors to the digital economy to unlock major challenges in data innovation, all with a view to accelerating innovation,” said Neil Crockett, CEO, Digital Catapult. “The companies chosen to be showcased at the Centre embody the principles we believe will drive future economic growth in the digital economy. They are using data to its maximum potential – using it to solve industry and social challenges.”

By shining a spotlight on these innovative companies, the Digital Catapult Centre will provide a platform from which the companies can promote themselves in front of the nation’s foremost digital experts, entrepreneurs, businesses and media. 3,500 high-profile representatives from the digital industry are expected at the Digital Catapult Centre over the coming months.

Jonathan Lewis, Chief Executive of TruLife Optics, said: “We are excited to be showcasing our technology alongside so many other British world-beating companies.

The Digital Catapult Centre will open on the 5 November with a series of launch events. The Digital Catapult aims to generate £365m of additional economic revenue for the UK economy by enabling collaborations between business, universities and other not-for-profits to jointly invest in projects that build shared platforms and capabilities to unlock four major challenges in data innovation. The four challenges are:

- Building diverse data and content sets;
- The reuse of creative content – first reducing licensing friction;
- Creating trust in the use of personal data; and
- The Internet of Things: linking data innovators to next generation connectivity

This will in turn accelerate large numbers of small digital innovators to market.

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Notes to Editors

About the Digital Catapult

The Digital Catapult, which became operational in 2013, is a national centre to rapidly advance the UK's best digital ideas. The Digital Catapult is one of seven, soon to be nine, [Catapults funded by Innovate UK](#).

The specific aim of the Digital Catapult is to drive future economic growth in the digital economy and is built on three key principles: Collaborate, unlock, accelerate.

Unlike a number of other Innovate UK programmes, the Digital Catapult is not a funding agency. Instead, it provides support based upon available facilities, expertise and by bringing partners together to help UK SMEs innovate at speed and with less risk so that new digital products and services can be accelerated to market.

In November 2014 the Digital Catapult will open [the Digital Catapult Centre](#) in central London, which will provide an exciting new space for innovators, businesses and academia to showcase their products, connect and collaborate.

About Innovate UK

Innovate UK is the new name for the Technology Strategy Board – the UK's innovation agency. Taking a new idea to market is a challenge. Innovate UK funds, supports and connects innovative businesses through a unique mix of people and programmes to accelerate sustainable economic growth. For further information visit www.innovateuk.org

About TruLife Optics

TruLife Optics was founded in 2014 as a wholly owned subsidiary of Colour Holographic Ltd, the London-based holographic technology company.

TruLife Optics has a management team with decades of experience in creating cutting edge holographic solutions for a wide range of industries and is now bringing that expertise to the augmented reality sector.

The company is committed to working with anyone who is developing wearable augmented reality devices, no matter where they are based in the world. The company's head office and manufacturing facilities are based in the UK.