



TruLifeOptics

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TruLife Optics targets 250,000 unit sales in 2015 following successful launch

- *Hologram technology used to create industry-disruptive applications*
 - *Optic receives strong reviews from developers*

TruLife Optics, the London-based holographic technology company, is targeting over 250,000 sales over the next 12 months of its revolutionary holographic waveguide for the wearable augmented reality industry.

The company, which launched its first commercially available optic earlier this summer, said it had received global interest for its product and has significantly raised its sales forecast as a result.

Jonathan Lewis, Chief Executive of TruLife Optics, said: “We have received indicative orders from companies in Europe, the US, Asia and Australasia. It is clear that the wearable AR industry has been waiting for an optical solution to come along that unlocks the potential of the sector.

“We have already engaged with over 30 AR device manufacturers around the world – including many of the household names within the industry.”

Alfred Boyadgis, Chief Executive of Forcite, an Australian company that is developing helmets that incorporate AR functionality, said:

“TruLife Optics’ holographic waveguides are streets ahead of anything else on the market and we believe the technology will enable Forcite helmet systems to introduce AR intelligent helmets to many industries globally within the next few years. Augmented reality in helmets is going to transform the way emergency services, motorcyclists, pilots, and sports enthusiasts view the world.”

TruLife Optics’ optical waveguide incorporates two holograms and offers several unique advantages for developers of augmented reality devices.

For example, images can be displayed in high definition, full colour, in perfect focus and in 3D through the centre of a field of vision. Critically the image is transparent, allowing for the perfect overlay of information on whatever subject is being viewed. The optic itself is lightweight, less than 2mm thick, and can be easily mass-produced for consumer and industrial applications.

It is available now at www.trulifeoptics.com and costs £300 (plus VAT) per unit for developers creating prototype devices. The cost of the optic for devices to be made in commercial volumes will depend on the final application and device to be produced.

Its first product to be supplied to the developer community consists of a glass waveguide, approximately 10cm long, 3cm wide and 2.8mm in thickness, which contains two postage stamp sized holograms. The light is transmitted into the first hologram and then turned 90 degrees through the length of the waveguide, via total internal reflection, before hitting the second hologram and being turned a further 90 degrees so it is projected into the human eye.

This allows for overlaid transparent images to be projected from the centre of the optic in perfect focus.

The technology has been developed by TruLife Optics in partnership with the world-renowned National Physical Laboratory (NPL) in Teddington, London.

NPL will continue to work with TruLife Optics to further develop the technology and to provide additional sales and marketing support.

Simon Hall, Lead Scientist, Adaptive Optics at NPL, said: “Together with the TruLife Optics team, we have created a genuinely game-changing technology that will lead to the acceleration in the development of augmented reality devices and applications.”

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About TruLife Optics

www.twitter.com/trulifeoptics

A video that provides more information about TruLife Optics' technology can be found here: www.youtube.com/watch?v=UbPucZX5Smo

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.

About the National Physical Laboratory

The National Physical Laboratory (NPL) is the United Kingdom's national standards laboratory, an internationally respected and independent centre of excellence in research, development and knowledge transfer in measurement and materials science. Annually, it delivers over £75M of research and knowledge transfer programmes. Its resources include over 600 technical and scientific experts, spanning a wide range of disciplines; 36,000m² of laboratories and many unique facilities.