



TruLife Optics launches revolutionary new optical component for augmented reality devices

- *Hologram technology used to create industry-disruptive applications*
 - *Optic available to developers now*

A new British company has today launched a revolutionary new optical component that is set to transform the development of wearable augmented reality and head-up display devices.

London-based TruLife Optics, a spin out from established holographic technology company Colour Holographic, announced today that its groundbreaking optic is available to buy for all developers of augmented reality devices.

The patent-pending optic, which incorporates two holograms, 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 today 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.

Jonathan Lewis, Chief Executive of TruLife Optics, said: “The development of wearable augmented reality devices has been curtailed by the lack of an optical component that allows for the genuine overlay of high-definition, full colour and transparent images over the field of vision.

“Today, with the launch of our first commercially available optic, we provide that missing piece in the augmented reality jigsaw puzzle.”

TruLife Optics will work alongside developers of augmented reality devices to provide customised, bespoke solutions based on its patented technology.

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.