



ODG Announces New R-7 SmartAR Glasses for Enterprise Customers

World's Most Advanced Smart Glasses Provide a
Truly Mobile Augmented and Virtual Reality Solution for Commercial Use

San Francisco, California, JUNE 9, 2015 -- [Osterhout Design Group](#) (ODG) today announced the R-7, the world's most advanced Smart Glasses featuring stunning ultra-transparent 3D stereoscopic displays and packed with innovative technologies in an all-new dramatically smaller, lighter and sleeker design. The groundbreaking R-7 requires no external computing or other support and delivers an unparalleled user experience of display clarity, on-board processing power and system accuracy.

R-7 includes the powerful Qualcomm® Snapdragon™ 805 processor from Qualcomm Technologies Inc., a subsidiary of Qualcomm Incorporated, and delivers superior performance and power efficiency; advanced HD camera to capture and share the user's point of view; ultra-fast wireless technologies; and ReticleOS, ODG's operating system that is based on Android and delivers an intuitive user experience designed for see-thru Smart Glasses. It also features the Qualcomm® Vuforia™ mobile vision platform, a product of Qualcomm Connected Experiences, Inc., enabling developers to create unparalleled augmented reality experiences.

ODG has spent over six years developing Smart Glasses, working directly with government customers and key corporate partners to build, refine and advance its technology. ODG's Glasses provide its users the power of a tablet with 3D graphics overlay in a hands free, heads-up format. Packed with positional sensors, the Glasses know where you are, where you're looking, and how you're moving, enabling precise AR and exciting VR experiences.

Enterprise Use of AR Smart Glasses

Recent analyst research has shown that the Smart Glass market is poised for exponential growth over the next four years. ODG is uniquely positioned to capture that growth as the Company's devices are the most technologically advanced and provide the only truly mobile AR and VR solution. ODG's Glasses improve the productivity and collaboration of users and are already used in a number of different industries including automotive, medical, industrial and government sectors. ODG looks forward to expanding its relationships with existing customers and working with new ones interested in utilizing the power of SmartAR Glasses to enhance the way work is done.

"Hardware is the foundation upon which industries are built and our mobile, hybrid devices, capable of both AR and VR, are unique and put us in a prime position to capture the accelerating adoption of this type of technology," said [Ralph Osterhout](#), Founder and CEO of ODG. "R-7 is the latest evolution in ODG's device portfolio and we are proud of the advancements we have made in key areas such as display quality, computation performance, reliability and overall size and fit of the device."

"ODG's R-7 deliver a powerful, robust, lightweight and compact solution for commercial customers," said [Pete Jameson](#), COO of ODG. "We look forward to working

with customers and developers to create solutions that help achieve greater efficiency and productivity for the user.”

Developers

In conjunction with the R-7 announcement, ODG also launched a newly revised [Developer Site](#) and Reticle Application Center. The Developer Site provides source code, UI/UX guidelines and information on how to develop in a head worn environment using Qualcomm Vuforia and the other SDKs compatible with the R-7 system. The Reticle Application Center will allow partners to host and distribute applications and help connect our developer base with our customers.

ODG will be at [Augmented World Expo](#) today and tomorrow in Santa Clara, California showcasing the R-7 platform. ODG software partners [AeroGlass](#) and [Vital Medicals](#) will present interactive demos in ODG’s booth that highlight the power and capability of ODG’s Glasses in commercial applications. ODG will also be showing a demo that illustrates the Glasses’ 3D Visualization and object tracking capabilities.

Pricing & Availability

The R-7 system includes ODG’s Wireless Finger Controller with four programmable speed buttons, ear buds, waterproof carry case and other accessories, available today on pre-sale for \$2,750 from the [ODG store](#) (<http://osterhoutgroup.com/how-to-buy>) and select ODG Authorized Resellers. The R-7 system will begin shipping in Q3 2015. Qualified developers can sign up today and receive special pricing and early delivery.

A full line of ODG-designed accessories will also be available, including a compact 4G LTE transceiver, high capacity battery pack for extended use, snap-on corrective lenses, custom Android keyboard and Reticle Remote, ODG’s Smartphone R-7 companion App, for intuitive interactions and control.

For more information about ODG, visit: www.osterhoutgroup.com

About Osterhout Design Group

San Francisco based Osterhout Design Group (ODG) was founded in 1999 as a technology incubator and today is focused on revolutionizing wearable technologies and developing innovative and sophisticated situational awareness, security and first-responder solutions for government, enterprise and ultimately, consumer markets. The company is privately held and has over 80 employees.

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