



ODG R-7 Delivers the Most Advanced Platform for Augmented Reality Head-worn Computing Experiences

At CES 2016, AR Smartglasses Leader Demonstrates Immersive Wide Field Of View Technology, Shows Strong Developer Momentum, Introduces New App Center

SAN FRANCISCO, January 4, 2016 – [Osterhout Design Group](#) (ODG) today announced that its R-7—the world’s most advanced Augmented Reality (AR) Smartglasses, featuring stunning ultra-transparent 3D stereoscopic displays and packed with innovative technologies, is seeing major traction across key markets including healthcare, energy, transportation, warehouse & logistics and government. ODG also announced expanded opportunities for Smartglasses application developers through its [ReticleOS Developer](#) program, and for its growing ecosystem of partners through its [Reticle Connect](#) partner program. In a further display of leading-edge creativity, the company will demonstrate an immersive ultra-wide field of view (WFOV) technology prototype at CES ([Booth 26424, LVCC, South Hall 2](#)).

Wrapped in a dramatically smaller, lighter and sleeker design, the groundbreaking R-7—which recently earned a [CES 2016 Best of Innovation Award for the Tablet and Mobile computing category](#)—is a next-generation computing platform that gives users the power and performance of a tablet, completely hands free. It delivers an unparalleled user experience of display clarity, on-board processing power and connectivity, with no external computing or other support needed. Early adopters are building content that uses the core functionality of tele-presence, 3D visualization, assisted reality and AR. The R-7 is shipping now with a base price of \$2750.

“It’s hard to overstate the impact head-worn computing will have on all walks of life,” said Ralph Osterhout, CEO of ODG. “I believe we’re going to see the R-7 transform enterprise and industrial markets and use cases—potentially even spawning new industries. And this is just the beginning in terms of wearable immersive functionality, as you will see with our highly immersive wide field of view technology demonstration at CES.”

Robust Developer and Partner Ecosystem

ODG is rapidly becoming the preferred platform for developers and partners building applications for Smartglasses on ReticleOS—ODG’s Android-based operating system that supports apps and delivers an intuitive user experience designed for see-through Smartglasses. ODG’s ReticleOS Developer program is poised for significant expansion in 2016 as software developers design amazing and unique experiences for the AR wearable market.

Partner applications that will be on display in ODG’s CES booth include:



- [Augumenta](#) – gesture control and navigation capability;
- [Blippar](#) – AR and visual marketing content;
- [Dysonics](#) – interactive 360° audio that creates more immersive AR/VR experiences;
- [Medweb](#) – collection and recording of vital signs for healthcare use;
- [OpTech4D](#) – training and assisted reality designed for oil and gas companies, and complementary industries such as nuclear, aerospace, and construction;
- [Paracosm](#) – 3D mapping and AR capability;
- [Scope AR](#) – AR maintenance functionality;
- [Vital Enterprises](#) – tele-presence and remote assistance solution.

2016 will see innovative enterprises expand integration of Smartglasses into their existing operations, and ODG's Reticle Connect partner program will expand the distribution of the R-7 into the rapidly growing enterprise and industrial sector. The program brings together industry leading software companies, Value Added Resellers and Integrators spanning more than 15 countries. To further expand its ecosystem, ODG has introduced the new [Reticle App Center](#), which provides the conduit for developers and customers to distribute, market and purchase expanding content.

“As with smartphones and tablets, it is content and apps in concert with a powerful hardware platform that will accelerate adoption of head-worn AR systems,” said ODG COO Pete Jameson. “Companies have already built software that helps surgeons, pilots, maintenance inspectors, warehouse and construction workers excel in their work, redefining how work gets done by improving efficiency, productivity and safety. We have hundreds of developers active on our site and partners have begun working to place their apps in our new App Center; the momentum is tremendous.”

Wide Field of View Demo

To further cement ODG's leadership in the Smartglasses arena, the company is offering a glimpse into the future of head-worn computing. ODG will have a technology demonstration of a high-definition, cinema-wide field of view in a fully integrated Smartglasses prototype. With 1080p resolution delivered to each eye for immersive 3D Stereo and a field of view many times the industry norm. The demonstration is an amazing imaging experience that is expected to advance the future possibilities for augmented reality applications and mobile immersive experiences for entertainment, virtual reality and mixed reality in a single device.

“Augmented Reality has proven to be a force of change and growth in the technology market, with Smartglasses leading the charge,” says Eric Abbruzzese, research analyst for ABI Research. “ODG's R-7 glasses promise to be a top performer in the space, with powerful hardware specifications backed up by a strong customer base and a number of auspicious verticals to serve.”



Praise from ODG Partners

Click [here](#) to read support and praise from ODG partners. <http://bit.ly/1QG9Q6t>

Attention Editors

Ralph Osterhout, founder and CEO of ODG, will speak at CES 2016 on a panel entitled, [“What’s Next for Augmented Reality.”](#) The discussion will take place at 1 PM Pacific on January 6, at the Las Vegas Convention Center, North Hall N253.

Resources

- Osterhout Design Group Named For Two CES 2016 Best Of Innovation Awards <http://bit.ly/1Qu1WLQ>
- Video - NuEyes and ODG R-7 Smartglasses <http://bit.ly/1OyyW6w>
- Press Release - CEA Foundation Recognizes NuEyes as a Technology That Improves Lives <http://bit.ly/1XYNBJM>
- ODG R-7 Smartglasses - <http://bit.ly/1MRndj1>
- ODG Press Center - <http://bit.ly/1XYNLAW>

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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Contact

Beth Handoll
Media Relations - Osterhout Design Group
Phone: (415) 535-8658
press@osterhoutgroup.com