

## **Award Winning Software Platform Ubimax Frontline Ready to Support Award Winning Vuzix Blade Smart Glasses Commercial Launch**

*Ubimax, the world's leading provider of augmented reality (AR) based wearable computing solutions, is expanding its range of compatible smart glasses with a world first: The entire Ubimax Frontline platform can now be used with the Vuzix Blade, the latest model from the smart glass pioneer. The interplay of Ubimax software and Vuzix hardware will be demonstrated live at the Augmented Reality Expo (AWE) on October 18 and 19 in Munich, Germany.*

**Munich, October 18, 2018:** Just in time for AWE Europe 2018, one of the most important industry events around augmented, virtual and mixed reality, Ubimax announces that the wearable computing platform Ubimax Frontline is fully enabled for the Vuzix Blade Smart Glasses. Ubimax today offers full support of the entire Frontline solution offer alongside the official commercial launch of the Vuzix Blade Smart Glasses.

With the support of the Vuzix Blade, Ubimax now offers its customers even more possibilities to use its platform for augmented and assisted reality solutions - and thus to increase the productivity of their employees and make their daily work more attractive. For existing Ubimax customers, the switch to the Vuzix Blade is very simple: A server update is all that is required and all Ubimax Frontline functionalities can be used with the new eyewear - even without losing any customer-specific configurations. Jan Junker, Ubimax's Chief Commercial Officer, states: "With the Blade's unique and stylish design, we expect the combination of Vuzix Blade and Ubimax Frontline to open up a whole new market of consumer facing business applications like in retail stores or healthcare which has remained largely untapped up to today".

The Vuzix Blade is a decisive step of augmented-reality-based applications towards the consumer market. The option to easily access context information (navigation, weather data, etc.) via popular voice virtual assistants simplifies everyday processes for the end user. While the focus of Ubimax's solutions so far has been clearly in the industrial sector, the combination of Vuzix Blade and the functionality of Ubimax Frontline also makes consumer-oriented applications more conceivable. Above all, the use of Frontline Creator opens up the possibility for future channel partners to easily expand the range of services offered to end customers. Paul Travers, CEO of Vuzix, also expresses his excitement about the early availability of Ubimax Frontline for Vuzix Blade: "Ubimax is such an important software partner for us – with its unique Frontline Creator and its broad partner base, it is really a whole arsenal of developers which suddenly are all in position to quickly create new applications targeting the focus groups of our Vuzix Blade device".

The Vuzix Blade, announced for the first time at CES 2018 and awarded there with four innovation awards, is reminiscent of classic sunglasses in its appearance. Their form factor therefore stands out from other smart glasses on the outside. The integrated smart display offers the user a hologram-like visual experience: the image is projected onto the lens of the glasses and is transparent so that the wearer's field of vision is not restricted by the display. The wearer can simultaneously perceive what is happening in his environment. To make this possible, the Vuzix Blade uses a patented waveguide technology developed by Vuzix itself as well as the Cobra II display engine.

**Visit Ubimax at the AWE EU on October 18th and 19th at the MOC Exhibition Center in Munich, booth # 320. Visit Vuzix at AWE in its booth #209.**

#### **About Ubimax**

Ubimax is the global market leader for industrial augmented reality based wearable computing solutions, creating full, end to end, integrated solutions that incorporate the latest Wearable Computing technologies to improve business operations. Ubimax Frontline solutions have received numerous awards, including: Auggie Award for "Best Enterprise Solution", MHI Innovation Award for "Best IT Innovation", and winner of the SAP & Google Glass Challenge. Ubimax has been recognized as the leader in Enterprise Wearables and Augmented Reality Solutions by ABI Research.

With offices in Germany, the U.S. and Mexico, Ubimax today serves more than 200 customers globally. Leveraging over 10 years of experience as well as an extensive track-record in the fields of Wearable Computing, Augmented Reality, Mixed Reality and Sensor Systems, Ubimax's technological innovations continue to be at the very forefront of Wearable Computing solutions.

[www.ubimax.com](http://www.ubimax.com)

#### **About Vuzix**

Vuzix is a leading supplier of Smart-Glasses and Augmented Reality (AR) technologies and products. The Company's products include personal display and wearable computing devices that offer users a portable high-quality viewing experience, provide solutions for mobility, wearable displays and augmented reality. Vuzix holds 62 patents and 71 additional patents pending and numerous IP licenses in the Video Eyewear field. The Company has won Consumer Electronics Show (or CES) awards for innovation for the years 2005 to 2018 and several wireless technology innovation awards among others. Founded in 1997, Vuzix is a public company (NASDAQ: VUZI) with offices in Rochester, NY, Oxford, UK and Tokyo, Japan.

[www.vuzix.com](http://www.vuzix.com)