

Submitted by:



Brotman | Winter | Fried

A Sage Communications Company



CASE STUDY

ThirdEye



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LAS VEGAS

JANUARY 08 - 11, 2019



Campaign Overview

OBJECTIVES

ThirdEye planned to introduce their X2 Smart Glasses, the world's smallest mixed reality smart glasses, at CES 2019.

ThirdEye engaged the services of Brotman | Winter | Fried Communications (BWF) to help them tell their story to the 250,000 attendees and 7,500 journalists who traveled to Vegas to see what was new and innovative across the rapidly expanding worlds of consumer technology.

In response, BWF created the following campaign.

TACTICS

BWF created and deployed of a multi-phase public information campaign consisting of:

- Creation of company-specific media list
- News release creation and distribution
- Submission of CES-focused company, client and product information including the creation of 100-word write-ups, blog submissions, email outreach pitches, engagement with CES publicity teams, directory listing updates and enhancements, CESTV pitch forms and more.
- Facilitation of ThirdEye's participation in CES Unveiled and ShowStoppers
- Research into awards, online media kit strategy development and product showcase opportunities
- Concerted email and telephone story pitches
- Creation and production of postcards
- Onsite distribution of postcards through press centers, media events
- Onsite support at CES Unveiled and ShowStoppers
- Implementation and management of onsite interviews

RESULTS

More than 20 stories appeared in local, regional, national and international media heralding ThirdEye's efforts, involvement and participation at CES 2019.



100-Word Write-Up



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ThirdEye (LVCC, South Hall #21852) – ThirdEye Gen creates the next generation of augmented reality smart glasses in the smallest form factor on market. The New Jersey based company's [X series Smart Glasses](#) were designed to be exceptionally easy for the user to wear for lengthy periods of time. ThirdEye creates in-house AR platforms such as its Remote Eye app. The user can engage in complex AR/MR use cases, from watching content in 3D to using powerful MR apps that directly interact with the real environment. Software app developers can seamlessly create new content applications on this device.



Media Blasts



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Media Contacts:

Jon-Michael Basile

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ThirdEye Releases X2 - the World's Smallest Mixed Reality Smart Glasses at CES 2019

X2 Smart Glasses are stand-alone 6oz Smart Glasses Smaller, Lighter, and more affordable than Magic Leap or Hololens

PRINCETON, N.J., DECEMBER 17, 2019 -- ThirdEye Gen, Inc. "ThirdEye," a leader in augmented and mixed reality smart glasses and software development, will unveil their new [X2 Smart Glasses](#) at CES 2019. The ThirdEye team will be demonstrating the X2 from January 8-11 at the Las Vegas Convention Center (LVCVA) South, booth #21852.

The X2 pushes the boundaries of mixed reality hardware. The stand-alone 6oz smart glasses boasts a 42-degree field of view, HD resolution, open source Android operating platform, no tethered packs, a built-in VisionEye SLAM system for accurate environment tracking. X2 is a fully integrated product and its sleek form & UI allow the user to easily wear it while completing tasks indoors and outdoors.

"We look forward to releasing the world's smallest mixed reality glasses at CES," said Nick Cherukuri, Founder of ThirdEye. "The goal of the X2 was to fit the most computational power for AR/MR into a small, user-friendly and affordable option. ThirdEye has partnered with a major manufacturer which will enable the X2 to be shipped in mass scale, currently a significant hurdle for smart glasses."

ThirdEye's X2 Smart Glasses are planned for major enterprise deployment including Fortune 500 Companies. [The ThirdEye App Suite](#) provides a full enterprise software platform built into the smart glasses that includes live audio, video, P.O.V AR data communication between remote users- a "See What I See" application, 3D Scanning and Live AR image recognition. The X2 Smart Glasses run on Android 8.0 creating a platform for the worldwide community of developers to submit AR, VR, and MR applications to the [ThirdEye App Store](#).

Software developers interested in creating Android-based AR apps for the X2 Smart Glasses can demo & sign up at our booth at LVCVA South, #21852. Most recently, the company also announced a partnership with Moyan technology Guangzhou Co., Ltd. in China to deploy 50,000 ThirdEye smart glasses with AR/MR software platforms into the Chinese market.

About ThirdEye Gen, Inc.

ThirdEye is a leader in Augmented/Mixed Reality Smart Glasses and Software Development. Our X1 & X2 Smart Glasses and Enterprise Software Platforms are used by organizations around the world.

To schedule an interview or CES booth visit, please contact Jon-Michael Basile at jbasile@aboutbwf.com or 925-246-3433.



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Predictive and Responsive, Engaged and Immersed: New B-Roll and A-Roll Available from CES 2019

Footage of Artificial Intelligence, Augment Reality (AR) and Virtual Reality (VR) Can Be Downloaded at [CESbroll.com](https://cesbroll.com)



New video B-Roll packages are available to download highlighting the latest in Artificial Intelligence (AI) and Augmented (AR) and Virtual Reality (VR).

More than 60 AI exhibitors are at CES 2019 displaying personalized technologies and data customized services that help with enhanced decision making, recommendations and automated choices. The AI package includes interviews with:

- Alex Purdy - John Deere
- Doug Sauder - John Deere
- Brian Pan - Segway Inc.
- Mike Chen - Omron
- Yaxin Guan - Forwardx Robotics
- Jeff Gordon - UBTech Robotics
- Teri Daley - Huawei Device Co. LTD

AR and VR technology continues to be one of the biggest draws at CES. VR offers a digital recreation of a real-life setting, while AR delivers virtual elements as an overlay to the real world. Hear from some of the sector's innovators including:

- Stanislas Chesnais - 3dRudder
- Kevin Allen - Razer
- Nick Cherukuri - ThirdEye Gen
- Sergei Nossoff - TeslaSuit
- Max Newlon - BrainCo. Inc.
- Nigel Burton - RealMax Inc.

Download these packages and others at www.CESbroll.com.

CES 2019 runs through January 11th and broadcast-quality video from all aspects of the show will be available each day.

What's to Come

Upcoming B-Roll and A-Roll Packages Available to Download



On the second day of CES 2019, **(Wednesday, January 9th)**, B-Roll packages will be available for the following:

- Next Level Connections - 5G at CES 2019
- Cities in Sync - Smart Cities at CES 2019
- The Future of Health - Digital Health at CES 2019
- Vehicle Tech at CES 2019: TurboCharged

Post Card Artwork

X2 AR
SMART
GLASSES

 **ThirdEye**
www.thirdeyegen.com

WORLD'S **SMALLEST** MIXED REALITY GLASSES



 **ThirdEye**
www.thirdeyegen.com



VISIT
ThirdEye
at CES



Download the virtual media kit:
cespresskit.com/thirdeye

At CES Unveiled

January 6, 2019 | 5 - 8:30 p.m.
Shorelines Exhibit Hall, Mandalay Bay

At ShowStoppers

January 8, 2019 | 6 - 10 p.m.
Lafite Balroom, Wynn Hotel

On the Show Floor

January 8-11, 2019.
Las Vegas Convention Center
South Hall 1 - 21852

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Onsite CES Media Contacts:
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Elle Siebert: 618-974-1857
Steve Winter: 202-468-8100

Photos



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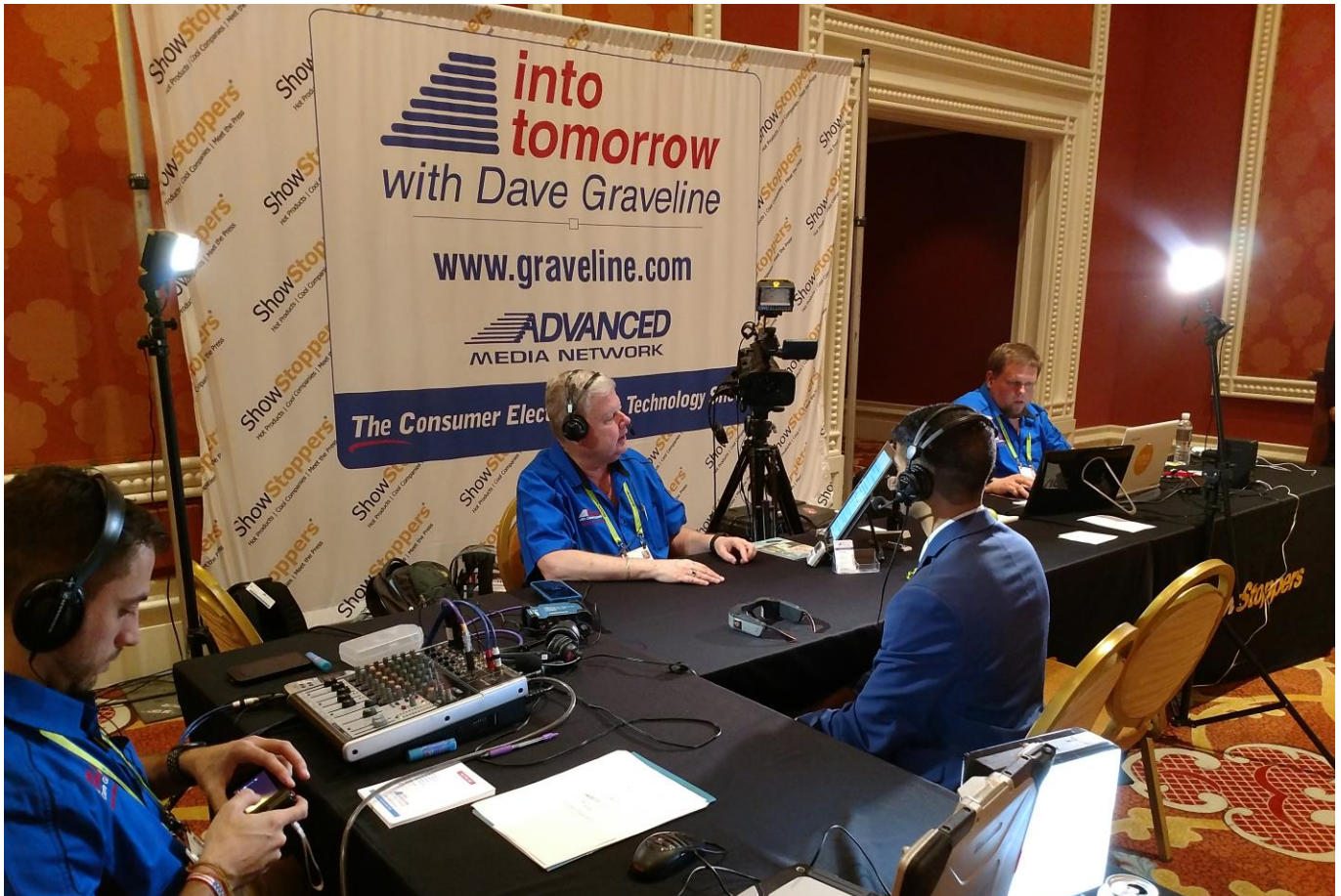
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Media Coverage and Selected Media Clips



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CES: ThirdEye Gen Says Its X2 Smart Glasses Will Bring IFE to the “Next Level”

9 January, 2019 in [Entertainment](#) Written by [Ari Magnusson](#)

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PRODUCT OF THE DAY

CES: ThirdEye X2 mixed-reality glasses

The X2 mixed reality (MR) glasses, unveiled at CES last week, are the smallest mixed reality devices yet. They boast a 42-degree field of view, HD resolution, and run on the Android platform. The glasses are not connected to wires or tethered packs, and boast a built-in VisionEye Simultaneous Localization and Mapping (SLAM) system for accurate environment tracking. The UI allows the user to wear it while completing tasks indoors and outdoors.

Why 2019 Was The Best Year For AR And VR At CES



Charlie Fink Contributor ①

[Consumer Tech](#)

I'm a former tech executive covering VR, AR and new media for Forbes.



Third Eye enterprise AR glasses. CHARLIE FINK

Third Eye claims to be the world's smallest mixed reality glasses. They sport a 45-degree FOV, and binocular 1080p HD resolution. Their Android-based system integrates software for remote help, and other custom features. The company boasts its app store has over 100 apps.

ThirdEye teams with Verizon to test 5G network on its X2 - The World's Smallest MR Glasses

PRESS RELEASE PR Newswire

© Jan. 8, 2019, 10:15 AM



SHARE

LAS VEGAS, Jan. 8, 2019 /PRNewswire/ -- ThirdEye announces that it is working with Verizon to show case the X2 Mixed Reality Glasses for use cases from remote help to live AR instructions in emergency situations. ThirdEye also is testing 5G network speeds into its X2 MR Glasses for improved Mixed Reality app development.



ThirdEye Gen, Inc. "ThirdEye," a leader in mixed reality smart glasses and software development, will showcase their at CES 2019. The ThirdEye team will be demonstrating the X2 from January 8-11 at the Las Vegas Convention Center (LVCVA) South, booth #21852 and at Showstoppers Tuesday night. ThirdEye Founder Nick Cherukuri will also be presenting at the "5G and Entertainment" panel on January 9th with executives from Fox, Intel and Hulu.

The X2 MR Glasses push the boundaries of mixed reality hardware. The stand-alone 6oz smart glasses boasts a 42-degree field of view, HD resolution, an open source Android operating platform, no wires or tethered packs, a built-in (Simultaneous Localization and Mapping) system for accurate environment tracking and other sensors. The X2 is a fully integrated product and its sleek form & UI allow the user to easily wear it while completing tasks indoors and outdoors.

The is used by the government and organizations to provide live AR remote help via Smart Glasses. A first responder can stream their live points of view to an remote technical expert and receive like AR instructions, annotations and audio/video communication i.e. indicating how to properly apply medical treatment or fix a broken machine. Remote users can also stream share their laptop view onto the ThirdEye smart glasses- for example sharing a live drone video feed wirelessly on to the ThirdEye smart glasses. ThirdEye and Verizon partnered to implement these AR use cases at OCR for testing and implementation for first responder use.

About ThirdEye Gen, Inc.

ThirdEye is a leader in Augmented/Mixed Reality Smart Glasses and Software Development. Our X1a & X2 Smart Glasses and Enterprise Software Platforms are used by organizations around the world. Contact for more info.

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NEWS

ThirdEye Shrinks Its Smartglasses Package with Next-Generation X2 Model

BY TOMMY PALLADINO · 01/08/2019 10:18 AM

Augmented reality wearables maker ThirdEye Gen, Inc. has officially released what it claims are the "smallest mixed reality glasses" in the X2, which will be available for hands-on demonstrations at the company's CES 2019 booth this week.

The sequel to the [X1 model](#), the X2 packs an integrated CPU/GPU with 3GB RAM and 32GB storage, a 1750 mAh battery, sensors for motion, orientation, direction, ambient light, and thermal vision, a 13 megapixel camera, two wide-angle cameras for environment mapping sensors, dual noise-cancelling microphones for voice commands, a headphone jack, a USB-C port, and a flashlight into a package weighing in at less than six ounces.



Image via ThirdEye Gen

"We look forward to releasing these small mixed reality glasses at CES," said Nick Cherukuri, founder of ThirdEye, in a [statement](#). "The goal of the X2 was to integrate SLAM into a small glasses form factor — that is the future of making MR glasses mass produced."

The AR headset is available to [pre-order now for \\$1,950](#), and the company also plans to sell the X2 smartglasses through [bea](#) brick and mortar stores.



Image via ThirdEye Gen



Running on Android 8.0, the X2 is compatible with apps built through Android Studio as well as Unity. ThirdEye also offers the [VisionEye SLAM SDK](#) for building augmented reality apps, along with its own [suite of apps](#) for remote assistance and CAD model viewing.



Image via ThirdEye Gen

In some respects, though, the X2 is a step down from the X1. The newer model has a field of view of about 42 degrees and a display resolution of 1280x720, while its predecessor is capable of approximately 45 degrees field of view and a more robust 1980x1080 resolution. Those are the sacrifices of the smaller form factor.



Facial Recognition with AR Smart Glasses

Social Recall Personal



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Pedro Carneiro - 89.0%



Pedro
Carneiro

NOTES

RECALL

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With the [Microsoft HoloLens](#) and the [Magic Leap One](#) standing as the dominant augmented reality headsets, ThirdEye is digging in its heels hoping that a smaller, all-inclusive headset with a lower price tag will sway enterprise businesses and developers.



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AR For Businesses And Consumers By Third Eye



by [Dave Graveline](#) January 11, 2019, 7:27 pm 0



Podcast: [Download](#)

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Dave talks to Nick Cherukuri, President of [Third Eye](#) about their augmented reality for the commercial and consumer worlds.

Nick Cherukuri, [Third Eye](#)

Coverage Links



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<https://www.prnewswire.com/news-releases/thirdeye-releases-x2---the-worlds-smallest-mixed-reality-glasses-at-ces-2019-300774275.html>

<https://next.reality.news/news/thirdeye-shrinks-its-smartglasses-package-with-next-generation-x2-model-0192305/>

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<https://gadget.co.za/ces-mrglasses/>



Thank You

Submitted by:



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