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JANUARY 9-12, 2018 | LAS VEGAS, NEVADA



CASE STUDY

Submitted by:



Brotman | Winter | Fried

A Sage Communications Company

Campaign Overview

Third Eye Gen is a dynamic, emerging company with a great product that's poised to ride the crest of interest and technological advancements in the rapidly growing field of Augmented Reality. An offshoot of Banc3, a company that develops and delivers AR products to the Military, Third Eye is in the process of creating a line of products for application across various business enterprises.

With AR starting to make major inroads into such fields as medicine, engineering, law enforcement, logistics, energy, even sports and entertainment, Third Eye is very much ahead of the curve. With a comprehensive product line due to deliver in late Q1 or early Q2, Third Eye was ready to tell its story to the world.

By exhibiting at CES in the VR/AR Pavilion in the Las Vegas Convention Center South Hall with a large and attractive display booth, Third Eye served notice that they are – and will continue to be – a serious first-to-market player in this booming field. Yet while Third Eye has everything it needs to tell that story, they had never before exhibited at CES, and thus were unfamiliar with the nuances associated with the show.

Enter Brotman|Winter|Fried Communications (BWF).

An experienced public relations firm with more than 15 years' experience publicizing and promoting companies at CES and other trade shows, BWF consulted to Third Eye, guiding them along a path designed to maximize the company's potential for media coverage, name brand exposure and public awareness at the show.

The process began with an information campaign. BWF created a targeted press list impacting virtually every member of the media with a potential interest in Augmented and Virtual Reality and B2B business enterprises. This list was culled from CES media attendees and BWF distributed several news releases and one informational post card to the list. BWF personnel then engaged in an extensive personal follow-up campaign designed to generate levels of interest among the attending media. While a handful of reporters booked actual interviews, several indicated they would stop by at their booths to meet with company spokespersons.

They certainly did that!!

On-site, the action got underway on Sunday afternoon, January 7, when Third Eye exhibited at CES Unveiled Las Vegas, a high-profile media showcase event which took place at the Mandalay Bay. All night long, the Third Eye booth was visited by journalists, many of whom produced story segments. The result was more than a dozen features produced by major media outlets including Wired, Electronic Design, the Huffington Post, Dealerscope, Markets Insider, Interesting Engineering and Engadget. BWF also arranged for Third Eye to participate in the Tuesday evening Silicon Valley PitchFest at Harrah's where company president Nick Cherukuri presented to a room full of potential investors.

At the show itself, BWF arranged for the Third Eye team to participate in a handful of onsite media interviews while members of the press continuously stopped by the Third Eye booth in the South Hall. The interest expanded well beyond CES, as stories continued to run and journalists repeatedly called and emailed, requesting photos, interviews and product information.

**100-Word
Write-Up**

ThirdEye

At ThirdEye Gen, we are developing the next generation of Augmented Reality. Our X1 Smart Glasses for Enterprise are the world's most powerful workplace smart glasses with Hands-Free mobile computing and a full work-day of battery life. This military-based technology provides your enterprise with a long-lasting, ruggedized product. The X1 delivers a digital world with a 90" screen size in HD resolution, that is your very own wearable, see-through personal computer. Our integrated AR Software applications give you a total enterprise solution without needing to go to 3rd party apps. We provide you with the **full solution straight out of the box.**

News Releases

Media Contacts:

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mryner@aboutbwf.com

Oghene Oyiborhoro – 703-207-0958

ooyiborhoro@aboutbwf.com



ThirdEye's Augmented Reality Debut at CES 2018, A Family Dream

Nick Cherukuri Advances Family Company, Pushing AR To Its Limits While Meeting Modern Demands

Princeton, New Jersey, January 3, 2018 – Augmented reality (AR) pulls together the physical and the virtual through a single windowpane. Today, AR has reached new heights through the proliferation of telework. And by 2020 the shipment of AR glasses will reach more than 5 million units, alongside a market growth soaring past 90 billion dollars.

For Nick Cherukuri, president and founder of [ThirdEye Gen, Inc.](#), his family has known the AR space for quite some time. His New Jersey-based company is backed by more than 20 years of development and expertise in AR for the U.S. Department of Defense. Now it's entering the private sector with the [X1 Smart Glasses](#). This powerful workplace mobile AR device debuts at CES Las Vegas, January 9-12, 2018.

"I have spent the bulk of my career invested in tech that provides a public good and creates opportunity, while moving the country forward," said Babu Cherukuri, member of the ThirdEye team and the father of Nick. "What we did for the military transfers over to civilians and truly supports just about any occupation. I'm proud of where we've taken this technology. Our smart glasses have the highest definition available on the market, and paired with our fully-integrated AR software, we are bringing state-of-the-art AR to everyday life."

ThirdEye's [Enterprise Software](#) moves AR forward by enabling users to experience the point-of-view of another person via live audio and video communication and placing digital information directly in the user's field of view. It caters to every industry, from medical workers on-site, to manufacturers searching for the right place to drop equipment, to mom-and-pop shops just looking to increase daily efficiency.

The company will showcase their product at CES Unveiled from the Shorelines Exhibit Hall in Mandalay Bay at 5 p.m. on January 7, 2018, and from the Augmented Reality Marketplace in South Hall, Booth #21733 at the Las Vegas Convention Center on January 9-12, 2018.

For additional information, please visit www.thirdeyegen.com or contact sales@thirdeyegen.com.

NOTE TO MEDIA

To arrange for interviews and/or private demonstrations of ThirdEye Gen's X1 Smart Glasses, please contact Molly Ryner at mryner@aboutbwf.com or 703-533-4837 or Oghene Oyiborhoro at ooyiborhoro@aboutbwf.com or 703-207-0958. For additional information, please visit contact sales@thirdeyegen.com or visit www.thirdeyegen.com.

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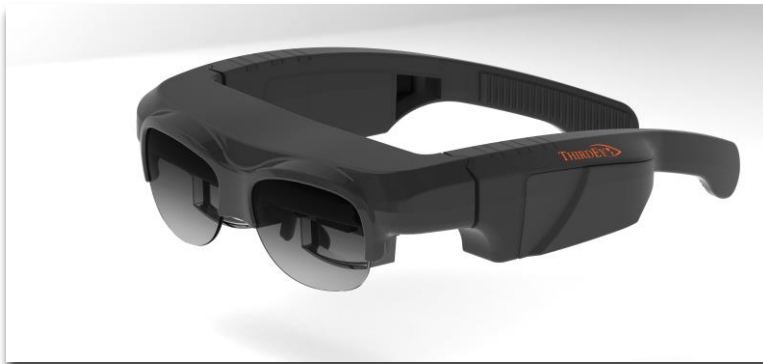


Nick Cherukuri, Founder of ThirdEye, Showcases X1 Augmented Reality Smart Glasses for Enterprises and Consumers

ThirdEye Brings Military-Level AR Technology to the Commercial and Customer Spaces at CES 2018

Princeton, New Jersey – December 17, 2017 – Augmented reality is utilized by the U.S. Department of Defense (DoD) to increase mobility, awareness, and communication for the warfighter. With its ability to translate data in real-time, augmented reality platforms are disrupting how soldiers train and interact. Backed with DoD expertise, this advanced military technology is now available for the commercial and consumer worlds.

Next month at CES 2018, Cherukuri will showcase a new augmented reality (AR) platform to the enterprise and consumer spaces with the [X1 Smart Glasses](#), a mobile computing device developed by Cherukuri's company, [ThirdEye Gen, Inc.](#) With over 20 years developing advanced technology for the DoD, the ThirdEye team understands how to create a successful augmented reality product.



“We leverage our experience developing advanced AR technology for the most difficult use case – the U.S. soldier. Without lowering its standards, we saw an opportunity to bring our high level of understanding of augmented reality to the commercial world,” said

Nick Cherukuri, president of ThirdEye Gen, Inc. “This advanced technology has the opportunity to recreate, test and solve the most complex enterprise and consumer challenges today, and we are excited to introduce it to the market at CES.”

Whether it’s used by healthcare providers streaming [live Point of View](#) and annotated videos to a medical expert, or by manufacturers looking to navigate a warehouse, ThirdEye’s total enterprise solution product leverages fully integrated software that can be customized for any use. Controlled via head motion, the X1 Smart Glasses place any digital content into the user’s field of view. What’s more, ThirdEye’s straight-out-of-the box AR software eliminates the need for third-party applications.

ThirdEye will showcase the X1 Smart Glasses at CES in Las Vegas from Tech East in South Hall, Booth #21733 at the Las Vegas Convention Center. ThirdEye will also be at CES Unveiled on January 7, 2018.

For additional information, please visit www.thirdeyegen.com or contact sales@thirdeyegen.com.

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ThirdEye's X1 Augmented Reality Smart Glasses™ to Debut at CES 2018

Backed by Military Expertise in Augmented Reality, ThirdEye Gen Now Offers its X1 Smart Glasses to Enterprises and Consumers

Princeton, New Jersey – November 21 – ThirdEye Gen, Inc. today announced they will exhibit their [X1 Smart Glasses](#), a powerful workplace Augmented Reality (AR) mobile computing device, at CES Las Vegas, January 9-12, 2018. With more than 20 years of Augmented Reality development expertise for the U.S. DoD, ThirdEye brings its state-of-the-art X1 Smart Glasses along with its [AR Software](#) to the enterprise, education and consumer spaces.

The New Jersey-based company leverages their defense expertise with this next-generation platform to develop, test and solve the most complex challenges faced across industries today using Augmented Reality. From industrial centers to universities and law enforcement, the X1 Smart Glasses feature a wide array of applications based on enterprise needs. ThirdEye's integrated hardware/software platform gives users a hands-free UI and the equivalent of a 90" HD Screen at 10 ft. along with replaceable batteries for a full work-day of power.

"Augmented Reality has the potential to bring a new era of interaction – whether by placing digital information into your field of view or connecting via IoT" said Nick Cherukuri, President at ThirdEye Gen. "Our integrated technologies make businesses more efficient and enhance today's realities."

ThirdEye's Enterprise Software enables users to see the point-of-view of another person with live audio and video communication and allows digital information to be placed directly in their field of view. For example, if a field worker needs help, a remote expert who could be thousands of miles away can use the ThirdEye app to communicate in real-time and send annotated AR data directly to the field worker. This platform comes as an integrated solution with the X1 Smart Glasses and has been ordered by enterprises, colleges and sports/media firms.

The company will showcase the X1 Smart Glasses at CES in Las Vegas from Tech East in South Hall, Booth #21733 at the Las Vegas Convention Center.

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Download the virtual media kit:
bwfcespr.com/thirdeye

<p>At CES Unveiled</p>	<p>January 7, 2018 5 - 8:30 p.m. Shorelines Exhibit Hall, Mandalay Bay</p>	<p>Nick Cherukuri President, ThirdEye Inc. 301-233-7006 nick@thirdeyegen.com</p>
<p>On the CES Show Floor</p>	<p>January 9 - 12, 2018 Las Vegas Convention Center Augmented Reality Marketplace South Hall 1 – Booth #21733</p>	<p>Onsite CES Media Contacts: Molly Ryner: 301-233-7006 Oghene Oyiborhoro: 516-581-2361 Steve Winter: 202-468-8100</p>

Photos









**Media
Coverage
&
Selected Media
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INDUSTRIAL AUTOMATION

Another Dose of

Augmented/Virtual Reality at CES 2018

AR/VR developments on display at this year's CES go beyond the new hardware, offering up intriguing solutions- and applications-oriented advances such as healthcare training and 3D messaging.

William Wong | Jan 09, 2018

Augmented reality (AR) and virtual reality (VR) fit in with the glitz and glamour of the **Consumer Electronics Show** (CES). Evidence of it can be seen with all of the AR and VR head-mounted displays (HMDs) popping up throughout the space. The market has changed significantly from hiccups like **Google Glass, which has actually been revived for industrial use.** The challenge is that AR and VR cover a wide range of systems and applications.



1. Pico Interactive's Eagle headset features over-ear, noise-cancelling headphones and a removable high-definition OLED display band.

One area is the virtual home theater. **Pico Interactive's** "Eagle" is a lightweight mobile headset featuring over-ear, noise-cancelling headphones and a high-definition OLED display band (*Fig. 1*). The removable OLED microdisplay, developed by **Kopin**, measures 0.49 in. and has 720p resolution. It provides the equivalent of an 80-in. screen viewed from 10 feet. The advantage of the system is that it lets users maintain situational awareness of their surroundings.

Apple and Google released AR software development kits (SDKs) for their platforms.

Microsoft has also been pushing its Windows Mixed Reality based on technology developed for its HoloLens. A number of mixed-reality headsets support this software framework, including devices from HP, Dell, Acer, and Samsung. **Samsung's** HMD Odyssey (*Fig. 2*) weighs in at 1.4 lb., including AKG headphones. The AMOLED displays have 2880- by 1600-pixel resolution. Among its features are a 110-deg. field of view and a 90-frame/s refresh rate.



2. The HMD Odyssey from Samsung works with Microsoft's Windows Mixed Reality framework.

Magic Leap's Leap One (Fig. 3) AR glasses use a light field display. It's designed to be comfortable for longterm wear. Included are a controller and battery pack that can be worn on a belt.



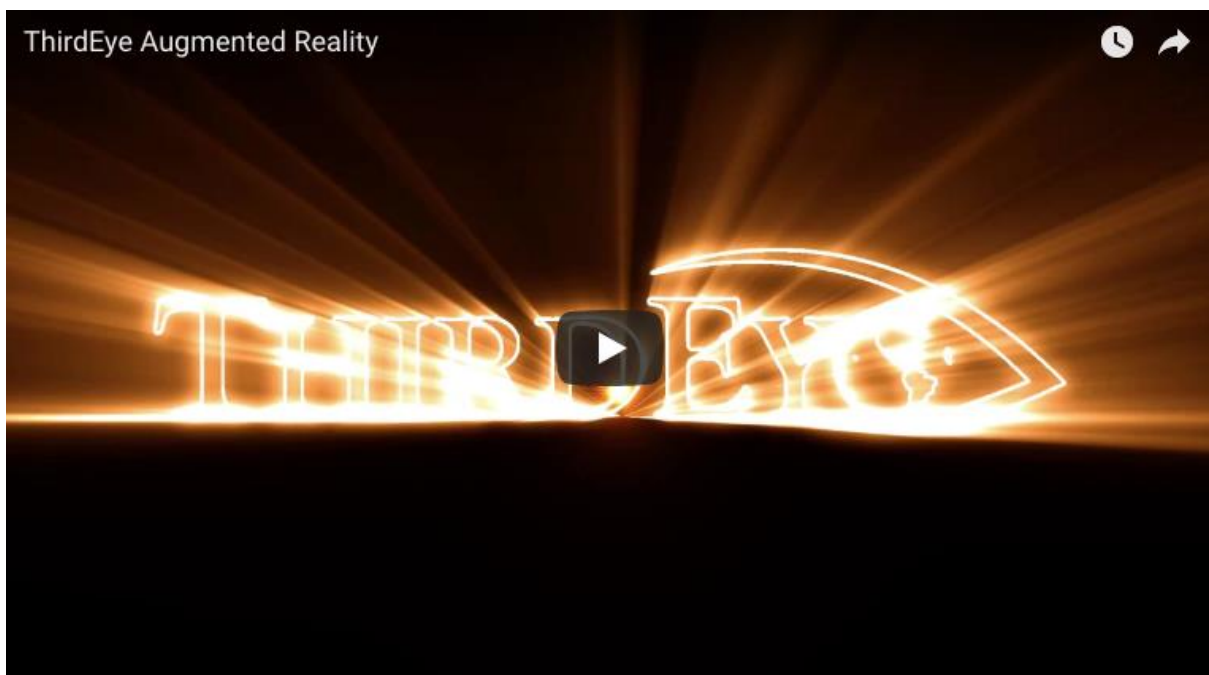
3. Magic Leap's Leap One is designed for long-term wear.

Another new AR device at CES comes from ThirdEye. The ThirdEye X1Smart Glasses (Fig. 4) provides the equivalent of a 90-in. screen at 10 feet. The display has 720p resolution with a 40-deg. field of view. The glasses incorporate a 13-Mpixel camera that can record 4k2k at 30 frames/s, 1080p at 60 frames/s, and 720p at 120 frames/s.



4. *The X1 Smart Glasses developed by ThirdEye are capable of switching between AR and VR mode.*

The system supports BlueTooth 4.1 and Wi-Fi 802.a/b/g/n/ac. It also has a USB 3 Type-C port. Hot-swappable batteries provide eight hours of operating time. The ThirdEye AR Software delivers an enterprise AR platform with a “See What I See” application. The user controls viewing with head motion for a hands-free operation. Check out this video for more on the software:



Gaming is one arena in which VR glasses can provide an immersive video environment, but **Teslasuit** wants to take virtual reality to the next level. The Teslasuit (*Fig. 5*) is a full-body, haptic environment. The suit has 46 haptic points that can provide different feedback to the wearer, including weight simulation. It even maintains limited climate control that can heat or cool the body from 58 to 104°F.



5. The Teslasuit incorporates 46 haptic points that can provide different feedback to the wearer, such as weight simulation.

The suit also has TENS (Transcutaneous Electrical Neural, or Nerve, Stimulation) and EMS (Electrical Muscle Stimulation) support. Fourteen motion capture sensors provide feedback to gaming software, meaning that many controller features are essentially built-in. This allows the suit to be used for motion-capture applications as well. The sensors and feedback mechanisms are controlled by an on-board processor.



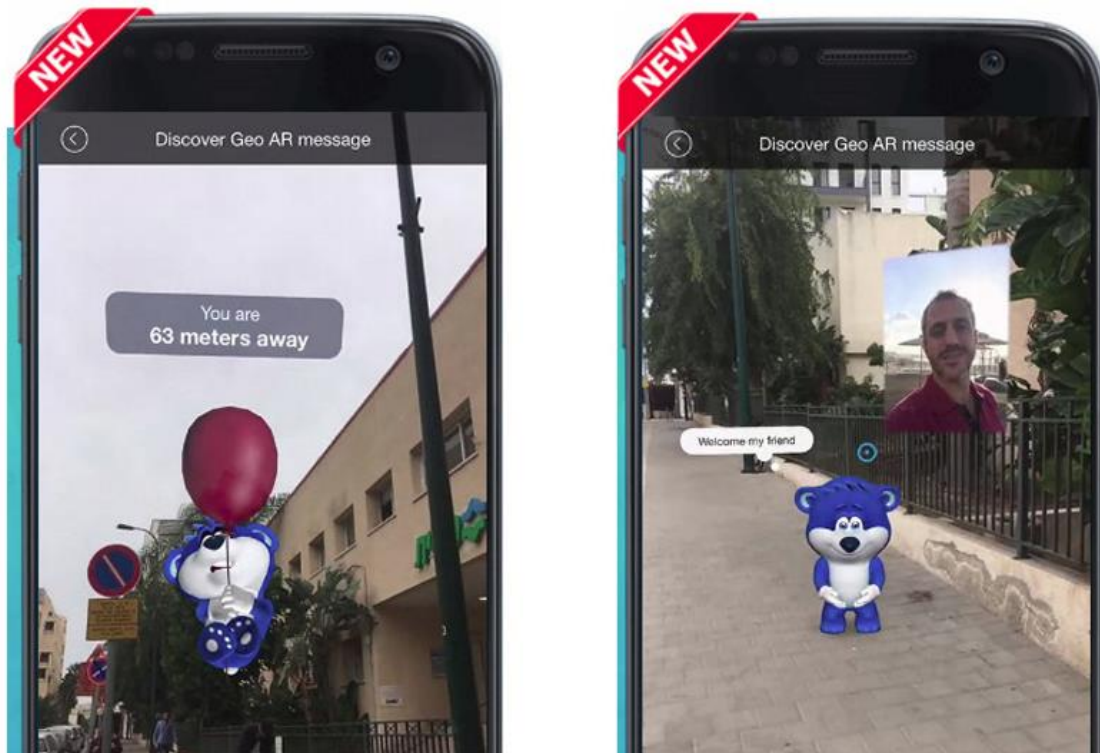
6. SimforHealth uses VR to provide a simulated clinic environment.

A lot of AR and VR devices at CES will not be there to highlight the devices; rather, they will be utilized as part of solutions from simulating automotive experiences to controlling drones. **SimforHealth** will use HTV VIVE to demonstrate how virtual-reality **MedicActiv** can be applied in healthcare training (Fig. 6). The virtual clinical case was developed in partnership with **Stanford Medicine** to train students and healthcare professionals. Tools can create a clinical case using a virtual patient's medical record, doctor/patient conversations, and the different diagnostic and therapeutic decision options.

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7. With **Snaappy**, an AR app for smartphones, users can record geo-specific messages complete with animated AR characters.

AR/VR solutions and applications like **SimforHealth** may actually be more interesting than the new hardware at CES. Take **Snaappy**, for example (Fig. 7). Its application, termed a GEO AR message application, lets users create 3D AR messages. It provides a gallery of 3D AR characters that can be added to the messages. The app is available for Android and iOS platforms.



ThirdEye Gen showcases X Augmented Reality Smart Glasses™ with AR apps at CES

PRESS RELEASE PR Newswire
© Jan. 10, 2018, 10:17 AM

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PRINCETON, N.J., Jan. 10, 2018 /PRNewswire/ -- **ThirdEye Gen, Inc** is pleased to announce its **X Smart Glasses™** are available for pre-orders with shipment in Q1 of this year. ThirdEye is showcasing this technology at CES 2018 at booth #21733 in LVCC along with its Enterprise AR and App Store platforms.



ThirdEye's X Smart Glasses come packed with the latest sensors, chips and a powerful optics design that allows users to experience a HD Augmented Reality display that is the equivalent to a 90" screen at 10 feet. The X Smart Glasses contain the largest batteries for AR smart glasses and are replaceable as well allowing users to pop them in and out for 24 hours+ straight use.

ThirdEye's **AR Software** provides a full Enterprise Augmented Reality platform that includes live audio, video, P.O.V AR data communication between remote users- a "See What I See" application. This app is hands-free – the user controls via their head-motion which is based on ThirdEye's proprietary software and provides an intuitive AR interface that allows on-site personnel to collaborate with remotely located experts. Its **3-Screen interface** allows the remote user to have a clear Field of View while rotating between AR screens via head-motion. A secure cloud based architecture enables the entire session to be archived for later reference. This app directly contributes to improved first time repair rates and to more cost-effective operations.

In addition, ThirdEye has developed AR Mapping and Image Recognition applications with other enterprise & consumer partners.

The ThirdEye **App Store** lets developers submit their AR/MR apps. Developers can submit either a Free app or a Paid app and receive a percentage of every Paid app download. The X Smart Glasses run on Android- creating a platform for the worldwide community of AR/MR developers.

"We are pleased by the partnerships we've made in Industry verticals using our X Smart Glasses and ThirdEye platforms," says Nick Cherukuri, Founder of ThirdEye. "Our integrated product provides an easy to use, straight out of the box solution."

If you are interested in using the X Smart Glasses or the ThirdEye AR Software Platform, please contact sales@thirdeyegen.com. Follow us on **Twitter**. Or subscribe to our **newsletter** for future updates!

INTERESTING ENGINEERING

ThirdEye Pushes the Boundaries of the Augmented Reality Experience with their X1 Smart Glasses

Devices like ThirdEye's X1 Smart Glasses could be the future of education, industry, and entertainment. Their sleek, hands-free design looks good and works great.

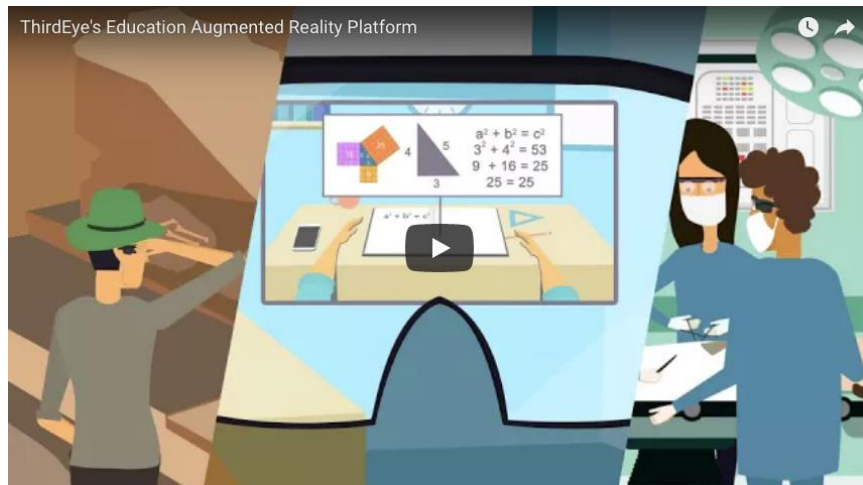


By **Christopher McFadden**

January, 09th 2018



ThirdEye showcased their X1 tech at CES 2018. Here they unveiled their plans for their fully integrated Augmented Reality (AR) tech and software. ThirdEye has a highly experienced R and D team with tons of patent experience with AR Hardware and Software for U.S. defense projects amongst many others.



Their new X1 Smart glasses are set to push the boundaries of AR hardware. Their X1 packs the latest sensors and chips all wrapped up in an aesthetically and ergonomically appealing headset. Users will experience **1280 x 720-pixel** binocular display which ThirdEye reassures is equivalent to a **90-inch** screen at around **3 meters**.

According to their website:

"Packed with powerful sensors, the latest optics & a long battery life, the X1 smart-glass from ThirdEye allows users to experience the next generation of Augmented Reality." - ThirdEye



ThirdEye have not only focussed on making pushing the boundaries of Smart glass but have also worked hard on the supporting AR software behind them. This software enables their X1 glasses to provide live audio and video between remote users all hands-free. Users can move between 'windows' via moving their head from side to side.

The X1 could revolutionize education and site work

These glasses could also be used by on-site operatives to collaborate with other remote team members. The device has a three-screen interface that allows users to have a choice between a clear field of vision, video/audio files or data. Each screen can be accessed by simply rotating their head.



Source: *ThirdEye*

Other real-life applications of this technology could include options for a relatively unskilled or inexperienced technician. They could alleviate the need for expert hire for small jobs and the associated costs that go along with that. With the three-screen setup, on-site technicians could have an uncluttered clear view of the task at hand in the middle screen. When they turn their head to the left they could be greeted with a video screen whereby they can communicate with a remote technical expert or customer representative. When they turn their head to the right they could access a "data" screen that has a string of instructions or other relevant data, FAQ's or troubleshooting information.

In the above scenario, the technician could troubleshoot and identify an issue with a piece of equipment. All the while whilst liaising with the customer or a technical expert and review a schematic or other piece of information relevant to the task at hand. This would be ideal for hands-on training of new staff, for example.



It could also be used by Universities to see professor's live POV for more intuitive learning options. ThirdEye is also working on 3D AR rendering for course curriculum and interactive campus tours, for example. ThirdEye's X1 could also be fantastic for highly technical training for tasks like medical procedures or assembly of machinery.

ThirdEye is currently taking pre-orders for their product. Shipping dates and pricing are yet to be released.

engadget

ThirdEye's AR glasses come with massive swappable batteries

Long-lasting eyewear for the workplace.



Nick Summers, @nisummers
01.07.18 in [Wearables](#)



I know what you're thinking, and yes: These are some dorky-looking AR glasses. What they lack in style, however, they arguably make up for in battery life. The [ThirdEye X1](#) packs two hot-swappable batteries with a combined 2,400mAh of charge -- more than any of its competitors, apparently. That means the glasses, which project a 90-inch virtual "screen" roughly 10 feet in front of you, can last all day provided you have plenty of fresh batteries. At CES, I was able to put them on and get a brief glimpse of its AR capabilities. Unfortunately, though, the team at the booth could summon little more than a misty loading screen. (Lame.)

The team says its glasses are unique because it's developing both the hardware and software in parallel. They're meant primarily for enterprise customers. Think: engineers, doctors and teachers. Basically, people who might need to wear them for long periods of time. The company says it could have potential as a consumer product too, however. A sports broadcaster, for instance, might offer them to subscribers who want a big-screen (and some day, possibly multi-screen) viewing experience at home. Pricing is based on the client and their software needs. If you want a vanilla set of X1 glasses, however, they'll run you somewhere between \$800 and \$1000 when the device goes on sale in March.



CES Wrap-Up – 2018 Event Confirms Race for Consumer AR Smartglasses Will Be Marathon Rather Than Sprint

BY TOMMY PALLADINO © 01/16/2018 1:47 PM

Coming into this year's Consumer Electronics Show (CES), the common sentiment among observers was that this was expected to be the big year for augmented reality.

But as the biggest tech conference of the year draws to a close, the reality is that 2018 seems more likely to be the jumping off point for AR being taken seriously by non-techies rather than the true start of AR's move into every consumer's home.

AR for the Masses

In terms of market-ready AR headsets that hit the sweet spot between form, function, and price, the [Vuzix Blade](#) with Amazon Alexa integration was closest to the pin. The company's Blade is available for [pre-order for \\$1,997 as a developer kit](#) and is expected to ship this quarter, though the company has told attendees that it plans to bring the price of the device down.

But, if we're being honest, this kind of device is more like a better, less creepy version of [Google Glass](#) than the kind of AR smartglasses many are hoping for. Still, it's a start.

We also saw a fashionable design from [Rokid](#), but it isn't clear that this will ever see the light of day. In terms of function, [Realmax](#) and [Dreamworld](#) offer a bright future in the way of features, but the former is a prototype and the latter not yet available for pre-order.

Predictably, also at CES were a number of headsets that were announced or released last year, like the [Xi Smart Glasses](#) from ThirdEye Gen, and the [Lenovo Mirage](#) for *Star Wars: Jedi Challenges*. It was good to see those devices presented at the event, but a bit of a letdown since we were expecting more new looks instead of product promotion retreads.

Perhaps most surprising was the dearth of AR apps at CES. Sure, CES is known for its hardware, but it seems like major missed opportunity to have so many tech-friendly people in one place in the middle of the desert and not deploy a wide range of location-specific AR apps to wow conference attendees.

The fact that there wasn't a major AR app hit that captured the imagination of CES, much like [Twitter](#), [Meerkat](#), and other apps that blew up at [South by Southwest](#) in years past, is an indication that the AR app marketplace is still mostly unformed as developers struggle to figure out where the real traction is in terms of AR category hits.

Big Business AR

So far, based on what we've seen this week, the promise for the near future of AR hardware will be driven by the companies making the components rather than those who bring the hardware to market. For companies looking to piece together their own smartglasses or head-mounted displays, [Lumus](#) and its optical engine and [WaveOptics](#) with its waveguide displays were on hand.

For companies looking to skip a few steps, a pair of reference designs offered a market-ready product that can be rebranded for whoever wants to copy it. [ASTRI](#) presented its design, powered by a single-chip liquid-crystal-on-silicon display from OmniVision, another potential player among component makers.

Meanwhile, the reference design offering from [Flex AR](#) is targeted towards enterprise customers. Flex's experience as a manufacturing partner, particularly with DAQRI, makes it a particularly attractive partner for companies looking to take a shortcut into the headset race.

AR on the Road

If viable consumer AR smartglasses are further down the road, augmented reality dashboards in cars are just a few steps ahead.

The [Drive AR](#) platform shown off at CES by Nvidia gives automakers the tools to develop their own AR displays. On the other side of the road, [WayRay](#) offers display technology, which can be integrated into windshields by automakers or, eventually, installed as aftermarket dashboard-mounted displays.

What's Cooking in the AR Lab...

On the enterprise side, [Dell](#) made its move towards augmented reality for the office, announcing a deal to offer its customers headsets from Meta, a company that was also on hand to show off its work with [Ultrahaptics and Zero Light](#) to display AR content with haptic feedback. Also, [Lenovo](#), a name now heavily associated with consumer AR, presented the next iteration of its own smartglasses targeted toward enterprise customers instead of doubling down on its consumer release.

We can expect companies to continue to adopt enterprise solutions, since price per unit is less of a constraint when a viable cost-saving business case can be made. Remember, before the iPhone, it was mostly businesspeople and government officials who carried Blackberry devices. But that changed quickly.

Given that history, we now know that all it takes is "one" mainstream, consumer-friendly AR solution to break things wide open. But until then, what CES taught us this week is that big business will likely drive the AR story in terms of significant advances in the technology for at least the next couple of quarters.

Nevertheless, years from now, we may look back at CES 2018 as the catalyst for the age of the consumer AR headset/smartglasses, and the precursor to the true AR explosion that we can all see coming right around the virtual corner.

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