

Magic Leap – the “secret” tech sensation

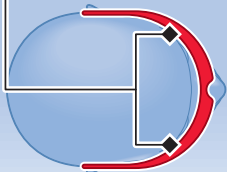
A little known firm has attracted \$542 million of funding from Google and other wealthy backers. The four-year-old visual display company is developing its own eyeglasses-like device, designed to project computer-generated 3D images over real life settings

Artist's impression:
Device is likely to resemble Google Glass...

Projector:
Points at eye

... but images are not limited to fixed point within your vision

Two projectors:
Create realistic 3D



3D computer graphic: Image superimposed over reality



WHAT WE KNOW



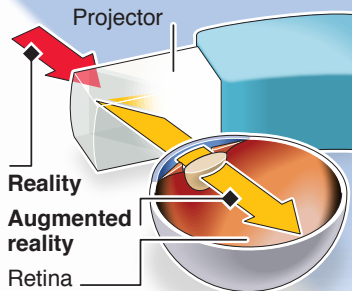
Magic Leap says lightweight wearable device will beam images onto retina to produce 3D images projected with sense of depth



Magic Leap CEO **Rony Abovitz**, says technology is ideal for gamers, game designers, writers, coders, artists, musicians and film-makers



Major investment by Google could pave way for future partnership between Magic Leap and Google Glass



Reality

Augmented reality

Retina

“
I spent half a day immersed in... I just couldn't get the smile off my face

Thomas Tull, CEO of
Legendary Entertainment

”

*Launch
expected
relatively soon*