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Microvision Unveils Increased Brightness, 720p HD Ready Laser Pico Projector Demonstrator at The Society For Information Display Conference

Company also plans to showcase portable gaming, automotive and wearable display applications enabled by its PicoP display engine technology

REDMOND, Wa.--(BUSINESS WIRE)-- [Microvision](#), Inc. (NASDAQ:MVIS), a leading developer of ultra-miniature projection display products announced today that it plans to demonstrate a 720p HD ready laser pico projector at The Society For Information Display annual conference, May 25 - 27, at the Washington State Convention Center in Seattle, Washington.

The 720p prototype pico projector outputs 15 lumens of brightness while still maintaining its compact, low profile form factor, very similar to Microvision's current WVGA product. The company plans a commercial product version of a 720p HD PicoP display engine in the second half of 2011.

The new 720p, higher brightness prototype highlights the capability of PicoP(R) technology to support new performance levels while still maintaining the compelling attributes of the existing PicoP platform, including:

- Infinite focus;
- Wide throw angle that offers an immersive visual experience;
- Superior brightness uniformity;
- High optical efficiency resulting in low power requirements;
- 5000:1 contrast ratio; and
- Vivid colors of up to 200% greater than standard broadcast television

"Microvision's growing success is rooted in our ability to anticipate market needs and proactively innovate and push the limits of our technology to address them," stated Alexander Tokman, president and CEO. "On behalf of our entire design team, I'm extremely proud to introduce the world's first 720p laser pico projector demonstrator that fits in the palm of your hand."

Mr. Tokman added: "Our customers are looking for best-in-class pico projection solutions and we believe that with our demonstrated ability to advance both resolution and brightness on our core PicoP platform, Microvision will continue to be recognized as the premier provider of customer focused solutions in this exciting new product category."

In addition to the 720p demonstrator, Microvision also plans to showcase the following developer tools, product and application demonstrations at SID in Booth 1401:

New PicoP Development Tools

A cornerstone of Microvision's strategy is to continually provide product developers with the tools needed to incorporate the company's PicoP technology into their own innovative product offerings. To highlight how developers can engage Microvision to develop innovative product applications using its laser scanning technology, the company is also unveiling at SID its newest set of evaluation tools for customers.

Immersive Gaming

Microvision plans to demonstrate a unique handheld projection game controller that immerses a user in a 360 degree gaming environment.

Full-Color See-Through Wearable Display

Microvision plans to demonstrate a see-through eyewear display prototype system that combines its PicoP display engine with a thin, lightweight optical system delivering clear, bright projected images to the wearer's eye.

PicoHUD(TM) Full-Color Head Up Display for Vehicles

Microvision plans to demonstrate PicoHUD, its full-color vehicle head-up display (HUD) powered by the PicoP display engine. Significantly smaller and brighter and with higher contrast than traditional HUD technologies, PicoHUD will demonstrate the capabilities of the PicoP display engine for potential use in automobiles, specialty vehicles, trucks, buses and motor coaches.

SHOWWX Laser Pico Projector for Consumer and Business Applications Microvision plans to demonstrate the palm-sized, self-contained, battery-operated, full-color pico projector, called [SHOWWX\(TM\)](#). The award-winning SHOWWX, available for sale today through a variety of distributors and at www.microvision.com/showwx, is a standalone laser pico projector intended for simple plug-and-play integration with mobile devices, such as iPod, cell phones, MP3 players, laptops and gaming devices.

CEO Alexander Tokman to Present at SID

Microvision President and CEO Alexander Tokman has been invited to present at the [SID DisplaySearch Pocket and Embedded Projectors'](#) panel on Monday May 24th at 3:50 p.m. and at the [SID/Cowen 2010 Display Investors Conference](#) on Tuesday, May 25th at 1:50 p.m. PT.

About Microvision

Microvision provides the PicoP display technology platform designed to enable next-generation display and imaging products for pico projectors, vehicle displays and wearable displays that interface with mobile devices. The company's projection display engine uses highly efficient laser light sources which can create vivid images with high contrast and brightness. For more information, visit the company's website (<http://www.microvision.com>) and corporate blog (<http://www.microvision.com/displayground>).

Forward-Looking Statements Disclaimer

Certain statements contained in this release, including those relating to future demonstrations, product introductions, applications and business prospects, as well as statements containing words like "plans," "will" and other similar expressions, are forward-looking statements that involve a number of risks and uncertainties. Factors that could cause actual results to differ materially from those projected in the Company's forward-looking statements include the following: our ability to raise additional capital when needed; the risk of market acceptance of our technology and products, our financial and technical resources relative to those of our competitors; our ability to keep up with rapid technological change; our ability to enforce our intellectual property rights and protect our proprietary technologies; the timing of commercial product launches and delays in product development; the ability to achieve key technical milestones in key products; our ability to secure needed third party manufacturing and sales resources, dependence on third parties to develop, manufacture, sell and market our products; potential product liability claims and other risk factors identified from time to time in the Company's SEC reports, including the Company's Annual Report on Form 10-K filed with the SEC. Except as expressly required by the federal securities laws, we undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, changes in circumstances or any other reason.

Source: Microvision