

January 9, 2012



# MicroVision Goes Direct Green to Spark Projection Revolution

*New PicoP Gen 2 Laser Display Engine Features High-Definition Projection from a Tiny Package*

LAS VEGAS--(BUSINESS WIRE)-- Tomorrow at the 2012 International Consumer Electronics Show, [MicroVision](#), Inc. (NASDAQ:MVIS) will unveil the future of mobile projection technology with the new PicoP® Gen 2 HD laser display engine powered by direct green laser diodes. This MicroVision display engine revolutionizes the future of mobile display technology by offering the highest resolution pico projection engine in its class with low power, small size and at an attractive price to OEMs for their consumer, commercial, and automotive products.

The PicoP Gen 2 HD laser display engine offers the highest resolution from a pico projection engine in its class with low power, in a tiny package. (Photo: Business Wire)

With smartphone and tablet use growing, consumers demand innovative and viable mobile display solutions. The PicoP

Gen 2 HD laser display engine represents a significant enhancement over all existing pico projection solutions for mobile content viewing and sharing. With direct green lasers and the new PicoP MEMS mirror, price joins size, power and performance as a reason to choose PicoP® technology as a preferred solution for OEM embedded products and applications.

“The new PicoP Gen 2 HD laser display engine prototypes we are debuting at CES define the future of visual display applications,” said Alexander Tokman, president and CEO, MicroVision. “With the market availability of direct green laser diodes expected this year, we are working steadily with our partners to help develop the next generation of consumer, commercial and automotive applications that deliver an unmatched big-screen experience from a tiny package.”

Beyond hallmark features of MicroVision’s PicoP laser display technology such as infinite focus, vivid clarity and brightness uniformity, the PicoP Gen 2 HD laser display engine boasts 720p high-definition images and immersive displays up to 200-inches diagonal. MicroVision will also demonstrate new HD engine prototypes with brightness ranging from 15 to 25 lumens at CES. MicroVision plans to begin seeding early samples of the PicoP Gen2 HD laser display engine to selected OEMs for their own testing and evaluation starting in Q1 2012.

Additionally, MicroVision will push the boundaries of how consumers break free from the screen by demonstrating two PicoMagic™ display applications: touch interactive and 3D displays. Both will enable users to experience a new world beyond the basic projection. PicoMagic™ touch interactive display will allow users to interact with a projected image on any surface, instantly creating multi-user applications such as virtual whiteboards. With

PicoMagic™ 3D capabilities users will be able to experience 3D content from a small display device anywhere, anytime.

Both PicoMagic touch interactive and 3D display applications will be demonstrated at MicroVision's technology suite in the Venetian Hotel (31-231). MicroVision will also be at the Showstoppers press briefing event, demonstrating a 25 lumen pico projector and the PicoMagic applications.

## **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 that create vivid images with high contrast and brightness. For more information, visit us on:

Website: [www.microvision.com](http://www.microvision.com)

Blog: [www.microvision.com/displayground](http://www.microvision.com/displayground)

Twitter: [www.twitter.com/microvision](http://www.twitter.com/microvision)

Facebook: [www.facebook.com/MicrovisionInc](http://www.facebook.com/MicrovisionInc)

YouTube: [www.youtube.com/mvisvideo](http://www.youtube.com/mvisvideo)

*PicoP and PicoMagic are trademarks of MicroVision Inc. in the United States and other countries. All other trademarks are the properties of their respective owners.*

## **Forward-Looking Statements**

Certain statements contained in this release, including those relating to demonstrations and future laser, product and application availability and those using words such as "will" and "can," 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; our customers' failure to perform under open purchase orders; our financial and technical resources relative to those of our competitors; our ability to keep up with rapid technological change; the timing of commercial product launches and delays in product development; the ability to achieve key technical milestones in key products; dependence on third parties to develop, manufacture, sell and market our products; our ability to enforce our intellectual property rights and protect our proprietary technologies; the ability to obtain additional contract awards; potential product liability claims; government regulation of our technologies; 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 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=50125746&lang=en>

MicroVision, Inc.

Tiffany Bradford, 425-882-6629 (investors)

[tiffany\\_bradford@microvision.com](mailto:tiffany_bradford@microvision.com)

or

Edelman

Callie Snyder, 503-997-3440 (media/PR)

[callie.snyder@edelman.com](mailto:callie.snyder@edelman.com)

Source: MicroVision, Inc.