

June 2, 2011



MicroVision's SHOWWX+ Coming To Apple Stores in EMEA

Top-tier European distributor to supply Apple users big-screen, in-motion projection experience

REDMOND, Wash.--(BUSINESS WIRE)-- MicroVision, Inc. (NASDAQ:MVIS), the leader in innovative ultra-miniature laser display technology, today announced that its [SHOWWX+\(R\)](#) laser pico projector will be available for purchase in Apple's online stores in Europe, Middle East and Africa (EMEA) starting this month. MicroVision has partnered with Softline UK Ltd. - one of Europe's top Apple distributors -- to handle the SHOWWX+ inventory and fulfillment for Apple EMEA online customers.

SHOWWX+ is a "Made for iPod, iPhone, and iPad" product that easily connects to a wide variety of devices, enabling users to display content on any surface at up to nine feet (2.7 meters) in diagonal image size. It is one of the only pico projectors that easily slips into a shirt pocket and offers both big-screen, movie-length viewing experiences and focus-free operation for in-motion gaming.

"I have not seen a better quality projector that connects to your iPod, iPhone or iPad, especially in such a small size," said Chris Corse, Global Sales Manager, Softline. "Softline is very excited to add another great accessory to its portfolio and believe SHOWWX+ availability in Apple Stores will help make it an essential accessory for travel bags, whether at the office or the home."

"This new distribution partnership is integral to fulfilling our 2011 revenue objectives. Partnering with companies like Softline will give us access to millions of consumers who are looking for new ways to display content on-the-go," said Joe O'Sullivan, Vice President, Sales Marketing and Operations, of MicroVision. "The SHOWWX+ is the perfect mobile accessory for users who wish to share content beyond their palm sized screens, and now, through the Apple EMEA stores, even more iPad and iPod users will have access to our bigger screen experience."

About Softline

With over 20 years experience Softline has grown to be one of the UK's leading value-added software and hardware distributors providing services to over 1,000 resellers in UK, Ireland and Europe.

Company website: <http://www.softline.co.uk/index.aspx>

About MicroVision

MicroVision provides the PicoP(R) 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:

Our company website: www.microvision.com

Our corporate blog: www.microvision.com/displayground

Twitter: www.twitter.com/microvision

Facebook: www.facebook.com/MicrovisionInc

YouTube: www.youtube.com/mvisvideo

MicroVision, SHOWWX, SHOWWX+ and PicoP 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 product availability and using words such as "will", 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; government regulation of our technologies; our ability to enforce our intellectual property rights and protect our proprietary technologies; the ability to obtain additional contract awards; 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; 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 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, Inc.