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Microvision SHOWWX Laser Pico Projector Grabs Top Honors at Macworld Expo 2010

SAN FRANCISCO--(BUSINESS WIRE)-- The [SHOWWX\(TM\)](#) laser pico projector from [Microvision](#) (NASDAQ:MVIS) has earned a "Best of Show" award at the Macworld 2010 Exposition being held Feb 9 - 13 at Moscone Center. The laser pico projector combines ultra-thin pocket-sized convenience with the power to project DVD quality images up to 200 inches across, thus enabling a 'big screen' experience for mobile users.

Macworld Expo is one of the preeminent news and information events for Mac professionals and enthusiasts. The Macworld Expo Best of Show Awards are presented each year by the editors of [Macworld](#) to the products that stand out the most at the exposition. Microvision's SHOWWX was one of the products selected.

During MacWorld Expo, Microvision is demonstrating how the SHOWWX--a device about the size of a mobile phone--is a simple plug-n-play pico projector for people on-the-go who want to spontaneously view mobile TV, movies, photos, presentations and more. SHOWWX uses Microvision's [PicoP\(R\) display engine](#) to deliver stunningly colorful, bright, vivid and detailed images. The patented display engine requires no projection lenses or focus adjustment. As a result, SHOWWX images are always in focus, regardless of projection distance, producing widescreen images as small as 6 inches to as large as 200 inches across, depending on the ambient light.

SHOWWX Features

- Easy setup: Simply plug and play.
- Small and sleek: Sits comfortably in the user's hand and easily slips into a pocket or purse; just 118 mm long by 60 mm wide and just 14 mm thick, SHOWWX is approximately the size of a personal media player or mobile phone .
- Always in focus: No focus adjustment is required, ever!
- Image of any size: Ideal for controlled lighting environments, images are projected as small as 6 inches to 200 inches.
- Wide projection angle: Brings the 'big screen' closer to the user.
- High-resolution (WVGA, 848 X 480) and 16:9 format: Serves both consumer (e.g., video) and business (e.g., presentations) applications.
- Vivid images: Stunning laser colors combined with exceptional contrast (5000:1).
- Long battery life: Up to 2 hours from the user replaceable and rechargeable lithium ion battery, providing plenty of time to view most movies on a single charge.

Earlier this year SHOWWX took two of the top honors at the Consumer Electronics Show (CES) in Las Vegas winning a [CES Innovations Honoree Award](#) in the Portable Multimedia Accessories category, as well as '[The Last Gadget Standing](#)'. Commercial production of

SHOWWX began in late September of 2009, with initial shipments supporting distributors in the Pacific Rim and Europe. Microvision announced plans to introduce the product in North America in March 2010. Consumers interested in receiving updates about the SHOWWX are invited to join the VIP Club at <http://www.microvision.com/showwx/>.

See Microvision at Macworld Conference & Expo:

Microvision is providing public demonstrations of SHOWWX at booth number 1486, The Moscone Center, San Francisco, CA from January 11 - 13.

About Microvision (www.microvision.com)

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 to mobile devices. The company also manufactures and sells its bar code scanner product line, which features the company's proprietary microelectromechanical systems (MEMS) technology.

Forward-Looking Statements Disclaimer

Certain statements contained in this release, including those relating to the introduction, timing and words such as "planned," and "expected", 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 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; and 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, Inc.