



Magic Leap Augmented Reality

WHAT WE KNOW SO FAR?

What is MAGIC LEAP?

Magic Leap is the most exciting thing in AR right now and we still don't know exactly how it works. Or when it's coming. Or what it looks like. Here's everything that Magic Leap has confirmed so far with a few juicy rumors thrown in since the Florida startup is still being pretty damn secretive.

Magic Leap, the secretive startup, is developing what its CEO, **Rony Abowitz**, refers to as Mixed Reality light field. Like Google Glass and HoloLens, it overlays digital 3D graphics onto your view of the real world via some kind of headset with transparent lenses or smart glasses.



To those outside Magic Leap and Microsoft HoloLens, the easiest way to describe this is next generation augmented reality.



The companies themselves are using the term **Mixed Reality (MR)** to signify that this tech combines AR and VR that places 3D virtual elements in real environments.

We now know that it does using its 'photonic light field chip' which refer to as a lens users will see through.

A light field can capture not only every beam of light hitting our eyes but also the direction each one is traveling in and the amount of light through every point in a space.

What will it LOOK LIKE?



This is one thing we really don't know yet. Few journalists have tried Magic Leap and none have been allowed to take photos of them wearing prototype kit. The wearable itself has been referred to as a **'headset'**, **'spectacles'** and **'goggles'**.

We also don't know how it will be controlled yet-voice, controllers, buttons, interface. Will it be wired or wireless? Also too soon to tell. We could be looking at more of a HoloLens-style helmet.

Hopefully, a larger field of view for the virtual elements than Microsoft's first generation device.

What APPS AND GAMES can we use with it?

Thanks to Magic Leap's video teasers, we've got a good idea of the kinds of things it wants us to use its tech for in the future. Abowitz has called it **'an operating system for reality'**.

So far, the Apps fall into a couple of groups: **PRODUCTIVITY, EDUCATION AND GAMES.**



Who is BEHIND IT?

You might have seen **Rony Abowitz'** incredible, bonkers **TEDx Talk** from way back in 2013. Before he founded Magic Leap, which is now based in Dania Beach, Florida, Abowitz co-founded a company called **MAKO Surgical Corp** which made surgical robotic arms and was sold for **\$1.65 billion** in 2013.

Magic Leap raised around half a billion dollars in 2014 initially then added \$794 million to that total to make \$1.4 billion. Investors so far include **Google, Qualcomm, Warner Bros and Alibaba.**

When is MAGIC LEAP LAUNCHING?

Your guess is as good as ours but the latest rumor comes from VRWorld which says it has 'discovered' that the **first planned tech demo is set for the end of 2016 with an official unveil at CES 2017** in Las Vegas.

Most recently, at a Fortune conference in Aspen, Colorado, Abowitz said the team is currently debugging the production line. While it sounds promising he was still cagey about an actual release. That still leaves CES as a potential date to try out the final tech if it's ready for **January 2017.**



How much will IT COST?

Not sure yet? We're crossing our fingers for a sub-HoloLens price as the dev kit of that - very impressive - **AR helmet costs \$3,000.**

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