WORLD'S FITTEST ATHLETE CHRIS MCCORMACK BECOMES EVERYSIGHT RAPTOR'S FIRST BRAND ATHLETE

Everysight, an augmented reality (AR) smartglass company, announced its first brand athlete, Chris McCormack (Macca), hailed by ESPN as "The World's Fittest Athlete". Everysight is the maker of Raptor AR smartglasses, which provide cyclists and triathletes with a competitive advantage that enhances training by providing them with the real-time information they need to transform into faster, fitter, and more efficient riders.

"*Everysight Raptor is a monumental leap forward that will revolutionize the way we consume and interact with information while training and racing. Once you've experienced Raptors, there's no turning back - you'll never want to ride without them. They are amazing, an absolute game-changer,"* said Chris McCormack, Everysight Brand Athlete, Triathlete Hall of Fame inductee, and co-founder of the Super League Triathlon Championship.

"*Macca is the spirit animal of Everysight. The Raptor is about harnessing and improving your strength and power and endurance to gain the hard-earned ability to push through and overcome personal obstacles to achieve greatness. And no one embodies those traits like Macca,"* said Asaf Ashkenazi, CEO, Everysight.

Macca is a two-time winner of the what many consider to be the ultimate test of physical and mental will, the Ironman World Championship (2007 and 2010). Macca also won the 1997 and 2012 International Triathlon Union (ITU) World Triathlon Championships. With four World Championships wins over two decades of racing and more than 250 professional racing titles, Macca was inducted into the Triathlon Hall of Fame in 2013. Macca is a *New York Times* best-selling author with his autobiography *I'm Here to Win*, and co-founder of the recently announced Super League Triathlon, an event that pits world's best triathletes across unique short course formats for big prize money in a closed league series.

To learn more about Everysight and Raptor AR smartglasses, please visit www.everysight.com or engage with Everysight on Facebook, Twitter and YouTube.

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ABOUT RAPTOR

Everysight's patented BEAM™ technology gives the Raptor smartglasses a true AR experience using a transparent see-through display that overlays sharp, high-resolution information into the user's line of sight. The information appears as a projection out in front of the user rather than delivering information with an object or element located around the eye area that obscures the rider's vision, like other competitive products. The on-lens projection displays real-time information such as route navigation, time, distance, speed, heart rate, cadence and power, while reducing eyestrain and keeping a rider's vision clear.

Riders may choose to use a controller located on their handlebars, voice command or a simple swipe and touch pad located on the temples of the Raptor to control functions including maps, volume, brightness, communication and more. A look-and-shoot camera captures high definition video that can be uploaded and analyzed post-ride. Videos can also be shared with friends and followers through any social media channel. The Raptor pairs with external sensors to capture additional data. All captured information (heart rate, cadence, speed, power, etc.) uploads to Raptor's companion app (Android and iOS), and can be shared through social media channels or synced to popular third-party fitness and cycling apps.

About Everysight

Everysight is a consumer augmented reality company spun out of Elbit Systems – the largest defense technology company in Israel and the market leader in advanced fighter jet and rotary wing helmet mounted display systems – and backed by external investors. Everysight is revolutionizing the way people see and experience information. With decades developing vision systems and heads up displays, the Everysight team is bringing its cutting-edge experience to the field of wearable technology. Learn more at www.everysight.com or engage with Everysight on Facebook, Twitter and YouTube.