

## **MEDIA ALERT**

### **EVERYSIGHT'S RAPTOR AR SMARTGLASSES TEST PILOT CAMPAIGN UPDATE**

In December of 2016, we at **EVERYSIGHT**, an augmented reality (AR) smartglass company, announced continued development of our Raptor AR smartglasses for cycling, as well as the call for participants for our Test Pilot Program. Riders from all over applied to participate in the Test Pilot program and test out our Raptor AR smartglasses, which provide cyclists and triathletes with a competitive advantage that enhances training by providing them with the information they need to transform into faster, fitter, and more efficient riders, whether training for a specific event like a Gran Fondo or a weekend warrior out to break a personal best. Our built-in navigation and HD camera were a major hit with MTB and Gravel riders who wanted to capture and share their rides with friends and followers.

We want to share some highlights of the Test Pilot Program as well as some images of our final packaging for the Raptor.

#### **TEST PILOT PROGRAM UPDATE – As of August 25, 2017**

Test Pilots received a pre-production version of the Raptor to enjoy in exchange for their feedback. The program will continue as we cruise toward launch later this year, but we wanted to share some updated key stats and findings:

- More than 200 Hand Selected Test Pilots Worldwide
- More than 100,000 miles cycled (4 times around the Earth)
- Almost 8,000 hours cycled (equal to 333 days of riding 24 hours per day)
- Longest Ride in Mileage: 122 miles in just under 7 hours
- 16,000 pictures and videos were taken by Test Pilots using their Raptor AR smartglasses

#### **KEY FINDINGS LED TO IMPROVEMENTS**

Our Test Pilots provided valuable feedback, much of which we have implemented into newer pre-production versions, and will appear in the consumer version, which will ship later this year. Pilots appreciated having the information projected out in front of them, but without it being an obstruction. Easy to ignore, yet easy to see.

We have improved the UI by making it more simple and easier to use. We have given cyclists more freedom to customize their layout to show data that caters toward their specific needs. We have redesigned the initial set-up process, making it more streamlined and more intuitive, meaning riders to suit up and get riding as quick as possible. We have added vocal alerts and instructions to our workouts, as requested. Lastly, we created video tutorials for riders to easily set-up the Raptor's additional features such as real-time navigation, communications such as phone calls and text messages, and workouts.

Finally, we have improved the lens connection to the glasses, making it easier to change from light lenses to dark lenses based on time of day or night. This also improved the glasses water resistance capabilities for those rides in less than ideal weather.

### FINAL PREP TOWARD LAUNCH

We are entering the final phase and will announce our 2017 launch date very soon. In the meantime, we wanted to share with you the Raptor AR smartglasses final retail packaging. We spent many months on the design, trying to create a package as clean and sleek as our Raptor smartglasses.



More Box Images: <https://www.dropbox.com/sh/ul8y9c12n6hi7wv/AAB2ShjY3Q84pIPs0oO6FQtea?dl=0>

Thank you for reading and keep on riding!

Team Everysight

To learn more about Everysight, Raptor AR smartglasses, please visit [www.everysight.com](http://www.everysight.com) or engage with Everysight on [Facebook](#), [Twitter](#) and [YouTube](#).

## ABOUT RAPTOR AR SMARTGLASSES

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 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 synchronized 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](http://www.everysight.com) or engage with Everysight on [Facebook](#), [Twitter](#) and [YouTube](#).