



Magic Leap Fact Sheet

Background

- About Magic Leap
 - Founded in 2011 by President & CEO Rony Abovitz
 - Magic Leap is building the next computing platform, powering experiences and tools that seamlessly blend the digital and physical world.
 - Headquartered in Plantation, Florida. Magic Leap also has locations in Los Angeles, Sunnyvale, San Francisco, Seattle, Austin, Dallas, Zurich, Wellington, Haifa and Tel Aviv.

Financial

- Latest funding round
 - \$502 million (Series D, on 10/17/17)
 - New investors included Temasek, EDBI, Grupo Globo and Janus Henderson Investors
 - Existing investors that participated included Alibaba Group, Fidelity Management and Research Company, Google LLC, J.P. Morgan Investment Management, and funds and accounts advised by T. Rowe Price Associates, Inc.
- Total funding to-date: \$1.9 Billion

Product

- Magic Leap One: Creator Edition
 - We are introducing a new kind of human-computer interactivity, starting with a lightweight, wearable computer that enriches your experience in the real world with digital content, in everything from commerce and entertainment to communications and productivity.
 - We've designed Magic Leap One from the ground up and are inviting designers, developers and creatives to join us in exploring the future of computing.
 - [Imagery](#) (pictured: Lightwear™, Lightpack™, Control)
 - Shipping in 2018
- Features
 - *Digital Lightfield®*: Our lightfield photonics generate digital light at different depths and blend seamlessly with natural light to produce lifelike digital objects that coexist in the real world. This advanced technology allows our brain to naturally process digital objects the same way we do real-world objects, making it comfortable to use for long periods of time.
 - *Visual Perception*: The robust sensor suite on Magic Leap One detects surfaces, planes and objects, allowing for digital reconstruction of your physical surroundings. The result is a system that sees what you see, allowing lightfield objects to not only exist in the physical world but actually interact with it. Whether it's virtual displays sitting alongside the computer monitor on your desk or a virtual panda that climbs across your living room couch, visual perception with machine learning unlocks the power of spatial computing.
 - *Persistent Objects*: Our visual perception and room-mapping technology builds a digital replica of your physical environment – detecting and storing the precise location of walls, surfaces and other physical objects. Lightfield objects stay where you put them, just as they would in real life. Place a virtual TV on the wall over your fireplace and when you return later, the TV will be right where you left it.
 - *High-Powered Chipset*: Our integrated processing unit delivers high-fidelity, gaming-quality graphics, with the power and performance of a laptop computer. From editing an elaborate 3D model to playing a first-person shooter in your living room, Magic Leap One produces lightfield objects in intricate detail, all on a highly responsive, self-contained wearable.
 - *Next Generation Interface*: We live and think in a 3D world, not on a flat screen. Our spatial interface includes multiple input modes including voice, gesture, head pose and eye tracking. This collective input system provides the tools needed to break free from outdated conventions of point and click interfaces, delivering a more natural and intuitive way to interact with technology.
 - *Soundfield Audio*: To feel real, it must sound real. Our soundfield audio mimics the real world and relays distance and intensity with amazing quality. This allows you to hear exactly where a sound is coming from, meaning you'll know how close a virtual T-Rex is as it stomps up behind you.

Creators & Partners

- Creator Portal:
 - Coming early 2018. We're getting ready to open up access to our development SDK, along with all of the documentation, learning resources and support creators will need to begin their journey.
- Recent Partnership News
 - At New York Comic Con 2017, Madefire and Magic Leap announced a partnership to build a new Mixed Reality experience that will be available exclusively on Magic Leap at launch
 - In December 2017, we revealed our partnership with legendary rock band Sigur Rós to create a musical experience called Tónandi.
- Other Partners
 - Magic Leap has publicly announced projects with Weta Workshop, ILMxLAB and Twilio. We are working with many more partners and look forward to announcing those projects in 2018.