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About Magic Leap

Founded in 2011 by President & CEO Rony Abovitz.

Magic Leap is a technology company building the next computing platform.

We are a team of creators, engineers, scientists and artists reinventing everything from commerce and entertainment to communications and productivity. Our mission is to harmonize people and technology to create a better, more unified world.

Magic Leap is proudly headquartered in Plantation, Florida, with additional offices in California, Texas, Washington, Colorado, Israel, New Zealand and Switzerland.

Financial

Total funding to-date: ~ \$2.44B

Latest funding round: ~ \$1.06B

Investors include: Alibaba Group, Andreessen Horowitz, AT&T, Axel Springer SE, EDBI, Fidelity Management and Research Company, Google, Grupo Globo, Janus Henderson Investors, J.P. Morgan Investment Management, KKR, Kleiner Perkins Caufield & Byers, Morgan Stanley Investment Management, Qualcomm Ventures, T. Rowe Price Associates, Temasek, The Public Investment Fund, Vulcan Capital, Wellington Management Company.

Product

On August 8, 2018, Magic Leap released its first product, Magic Leap One Creator Edition.

Magic Leap One Creator Edition is 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.

Magic Leap One

CREATOR EDITION

Release Date	August 8, 2018
Brief Description	A lightweight, wearable computer that enriches your experience in the real world with digital content.
Pricing	\$2,295 USD, optional Professional Developer Package available for \$495 USD
Availability	Delivery will begin to select US regions starting August 8, 2018, rolling out to additional areas throughout the year.
Product Overview	<p>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.</p> <p>Magic Leap One Creator Edition has been designed from the ground up for creators and designers to join us in exploring the future of computing.</p> <p>Magic Leap One's unique design and technology lets in natural light waves together with softly layered synthetic lightfields creating unbelievably believable experiences.</p>

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Magic Leap One

CREATOR EDITION

Lightwear

More than just a headset, Lightwear's cameras, sensors, speakers and optical relay work together with the Lightpack to deliver unparalleled experiences.

- *Computer Vision*: The sensor suite on Magic Leap One Lightwear informs digital objects so that they're contextually aware.
- *Spatial Audio*: Spatial Audio blends sounds from virtual objects with the real world by relaying distance and intensity with accuracy and control.

Lightpack

A small and portable processing powerhouse that clips onto the user's pocket for total freedom of movement. With a powerful integrated GPU and CPU generating high-fidelity, quality graphics, Lightpack helps the Lightwear deliver next-level spatial computing experiences.

Control

Effortless navigation in the palm of your hand, Control provides six degrees of freedom (6DoF) and haptic feedback for an intuitive, sensory experience.

See *Product Specifications Fact Sheet* for additional information on *Lightwear*, *Lightpack* and *Control*.

Magic Leap One

CREATOR EDITION

CPU & GPU	<p>NVIDIA® Parker SOC CPU: 2 Denver 2.0 64-bit cores + 4 ARM Cortex A57 64-bit cores (2 A57's and 1 Denver accessible to applications) GPU: NVIDIA Pascal™, 256 CUDA cores Graphic APIs: OpenGL 4.5, Vulkan, OpenGL ES 3.1+AEP</p>
RAM	8 GB (4 gigabytes of memory available to applications)
Storage Capacity	128 GB (approximately 95 GB available to applications)
Audio Input	Voice (speech to text) + real world audio (ambient)
Audio Output	Onboard speakers and 3.5mm jack with audio spatialization processing
Connectivity	Bluetooth 4.2, WiFi 802.11ac/b/g/n, USB-C
Power	<p>Built-in rechargeable lithium-ion battery. Up to 3 hours continuous use. Battery life can vary based on use cases. Power level will be sustained when connected to an AC outlet.</p> <p>45-watt USB-C Power Delivery (PD) charger</p>

Magic Leap One

CREATOR EDITION

Haptics	LRA Haptic Device
Tracking	6DoF (position and orientation)
Touchpad	Touch Sensitive
LEDs	12-LED (RGB) ring with diffuser
Power	Built-in rechargeable lithium-ion battery. Up to 7.5 hours continuous use. 15-watt USB-C charger
Connectivity	8-bit resolution Trigger Button Digital Bumper Button Digital Home Button



Magic Leap One

CREATOR EDITION

Overview	Magic Leap One Creator Edition will be available for purchase as of 8:08 am ET on August 8, 2018 on MagicLeap.com.
Shipping/Delivery	Magic Leap One will initially be delivered using our free LiftOff™ service by a trained Enjoy expert. This will ensure a custom fit, setup and introduction to the experience to help creators quickly get up and running in the world of spatial computing.
Availability	Delivery will initially be available in select U.S. markets (see list below), with availability opening up to additional markets throughout the fall. Enter your zip code on MagicLeap.com to see if delivery is available in your area. If delivery is not yet available in your area, you will be able to reserve Magic Leap One and will be invited to complete your purchase when LiftOff is available in your region.
Day 1 LiftOff Cities	Chicago Los Angeles Miami New York San Francisco Bay Area Seattle Many more coming this fall.
Magic Leap LiftOff Program	The LiftOff program was developed in partnership with Enjoy Technology, Inc. Enjoy helps brands reimagine the delivery experience for online shoppers and brings the best of the store to the customer. Enjoy was founded in 2014 by Ron Johnson, former Senior Vice President of Apple Retail.



Magic Leap One

CREATOR EDITION

Overview	A set of core applications that make up the foundation of Magic Leap's spatial computing platform.
Helio	A web browser for 3D and spatial web experiences.
Gallery	Your home for storing, viewing and sharing spatial media – photos, videos, 3D content.
Screens	All the screens you will ever need to experience live and on-demand cinema, television, sports and news enriched with mixed reality elements.
Social	Features in the Lumin platform that support shared experiences in spatial computing, including communicating as avatars and streaming applications in real time.
Lumin OS	The foundational operating system shipping with Magic Leap One.

Release Date	2018
Developer	Weta Workshop
Brief Description	Dr. Grordbort's Invaders is a hyper-realistic action game in which evil robots have chosen your living room to stage an invasion. Grab your ray gun and save the day in this larger-than-life, immersive video game from Magic Leap and Weta Workshop.
Product Overview	<p>The evil robots from the Robot Planet are invading Earth through portals in your walls and floor. So grab your ray gun, get blasting and send them back in pieces. Dr. Grordbort's Invaders takes advantage of Magic Leap One and the Lumin OS to interact fully with your world: robots come through the walls, the floor - even from behind your couch.</p> <p>Choose from an array of super powered weapons with the Control, and watch them appear in your hand. Then enjoy six degrees of freedom to yank bots with the Grapple Gun, sabotage the workings of the Robot Planet with the Saboteur 66 or melt rust-buckets with the Wave Blaster 6000.</p> <p>Adventure has never been bigger, gameplay has never been this immersive, and characters have never been so believable.</p>
Features	<p><i>Hollywood in your home.</i> The best games always have unforgettable characters. Not only do they bring the story to life, but when they're voiced by Hollywood actors and award-winning comedians Stephen Fry and Rhys Darby, they deliver belly laughs as well as robot-blasting fun.</p> <p><i>Making the unbelievable believable.</i> Dr. Grordbort's Invaders makes full use of Magic Leap One's computing horsepower to create hyper-real visuals that look out of this world - raising the bar for mobile graphics.</p> <p><i>Putting the Magic in the Magicverse.</i> Academy Award-winning Weta Workshop is known for transporting us to weird and wonderful worlds. Now they're using their creative super powers to bring magical worlds to your living room.</p>

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About Weta Workshop

Weta Workshop is a five-time Academy Award®-winning design studio and physical manufacturing facility servicing the world's entertainment and creative industries. For over 20 years, the Workshop has applied creativity and craftsmanship to blockbuster films and hit television series including *The Lord of the Rings* and *The Hobbit* trilogies, *Avatar*, *District 9*, *Thunderbirds Are Go*, *Ghost in the Shell*, and *Blade Runner 2049*. This diverse, innovative company is also a tourist destination, producer of consumer products, mixed reality game studio, and creator of immersive location-based experiences such as the Thea award-winning *Gallipoli: The scale of our war* – a record-breaking collaboration with Te Papa museum.

Release Date	August 8, 2018
Developer	Magic Leap Studios
Brief Description	Create is a playful sandbox mixed reality experience where anything's impossible. Turn your house into an undersea world and watch sea turtles and jellyfish glide past, or stage a fight between a knight and a T-Rex on your coffee table. Paint, draw, build, and create in ways never before possible in this magical application developed by Magic Leap Studios.
Product Overview	<p>Step into a delightfully weird new world of colorful characters, art and physics. Because Magic Leap One understands the world around you, physical and digital barriers dissolve and a new dynamic landscape manifests in your room.</p> <p>Take a World Brush to your wall and paint a forest full of life. Build a castle made of cake for a knight who's on the run. Arrange a room full of dominos and watch a testy T-Rex knock them all down. And when you've had your fun, toss it all in a vortex and start a brand-new adventure. This world is uniquely yours.</p> <p>In Create, we offer explorers the dexterity to construct a rubber ball rollercoaster, the precision to paint with smooth strokes and textures, and the sensation you expect when fastening a thruster to a hamburger rocketship.</p>
Features	<p><i>Accessible entry point into mixed reality.</i> Create is a broadly accessible experience. Intuitive interactions and recognizable content allow you to venture into mixed reality in your own space, on your own terms.</p> <p><i>Explore spatial computing and Magic Leap One.</i> Learn how Magic Leap One works through Create, and explore spatial computing in a way that can't help but make you smile.</p> <p><i>A fun way to learn how to interact with virtual content.</i> Create provides a fun and easy way to learn about features of Magic Leap One, from how characters act and respond, to how to use the user interface, from room meshing to use of the 6DoF Control.</p>
About Magic Leap Studios	Magic Leap Studios was born from Magic Leap's comic book roots and has evolved into a eclectic team of animators, producers, artists, developers and superheroes dedicated to making the weird and wonderful come to life.



Release Date	August 8, 2018
Developer	Magic Leap Studios, in collaboration with Sigur Rós <i>*Additional Development provided by the Mill</i>
Brief Description	Tónandi is an interactive audio-visual exploration of the sounds and spirit of Sigur Rós.
Product Overview	Together with Sigur Rós, Magic Leap set out to discover and manifest the DNA of the band's sound in a new reality. The result of that collaboration is Tónandi, which translates to sound spirit in Icelandic, an interactive audio-visual exploration of the sounds and spirit of Sigur Rós.
Features	<p><i>Gesture Control; Designed for touch.</i> The ability to interact with the environment naturally was an inspiration for the experience. Users connect with the sounds and creatures around them simply, with nothing but their hands and body.</p> <p><i>Spatial Design/Audio; An experience unique to your environment.</i> A sensory ecosystem grows and surrounds the user. Each Tónandi is a creature with unique sound and personality, inhabiting the real world environment and inviting interaction.</p>