



Feb 2018, Munich - Holo-Light Nominated for Prestigious Econovius Award

Only 16 months ago, the young tech start-up Holo-Light began operations by hiring its very first employees. By offering Mixed Reality hardware and software solutions with a particular focus on industry 4.0, the company's goal was clear from the beginning. As Susanne Haspinger, one of the four founders and COO of Holo-Light states:

"We wanted to make people aware of the countless benefits that come with Mixed Reality technology. We consider it our responsibility to open their eyes by showing them a new world of learning, communicating, and empowering their skills."

Just about a year later, the company has not only grown its customer base — especially within the industrial sector, including BMW, BASF, and FESTO, just to name a few — it has also grown in employees and now consists of 30 faithful Holo-Light members. Alongside the rapid growth of business activities, Holo-Light has achieved an impressive number of accolades, such as: the industry.tech16 Pitch Award, the Vienna Chamber of Commerce's Innovation to Company Award, the Industry 4.0 prize at the Pioneers Festival, a nomination for the Tiroler Innovationspreis, and, most recently, a highly sought-after Microsoft Partnership.

In the context of the annual Austrian State Prize for Innovation, Holo-Light has now been nominated for the renowned Econovius award — the special prize for the most innovative small or medium-sized enterprise — because of a cutting-edge hardware solution they created.

Holo-Stylus: The New Mouse for New Computing

In collaboration with Management Center Innsbruck (MCI), Holo-Light has developed an input device which is compatible with all head-mounted displays — such as the Microsoft HoloLens or Meta 2 — and is considered a new, uniform way to interact with and create in Mixed Reality (MR). The Holo-Stylus comes in the intuitive and stylish form of a pen and is able to track a user's movements down to the submillimeter, displaying mold-breaking precision in tracking. From marking objects and mapping out robotic movements to 3D drawing and simple or very delicate interactions, Holo-Light sees its new hardware as the first standard input solution for MR, similar to what the mouse was for the personal computer.

The presentation of the Econovius award will be on March 22, 2018, in the context of the Austrian State Prize for Innovation ceremony. It promises to be an event full of groundbreaking ingenuity from outstanding companies.

For more information on Holo-Stylus, please visit:

<https://www.youtube.com/watch?v=5udxljdLdy8>

<https://www.youtube.com/watch?v=cJAJ9q8sXOU>

Or visit our homepage:

<https://holo-light.com/solutions/products/holo-stylus>

Contact us:

Iris Feuchter, PR-Manager

i.feuchter@holo-light.com

+43664 88 23 46 28