



© AWE USA 2018, left to right: Ori Inbar, CEO and Co-Founder of AWE, Philipp Landgraf, Holo-Stylus Lead Developer, Luis Bollinger, CMO and Co-Founder Holo-Light, Juergen Lumera, Bosch (gold sponsor of AWE)

Holo-Light Named AWE Auggie Award Winner at AWE 2018 in Silicon Valley

Holo-Light Recognized as "Best Input & Output Hardware" at World's #1 AR + VR Event

SANTA CLARA, CA – June 1, 2018 –Holo-Light today announced it has been named a 2018 Auggie Awards winner for Best Input & Output Hardware. Winners were presented with their prestigious Auggie Awards on May 31, 2018 at the Auggie Awards Ceremony during the ninth annual AWE (Augmented World Expo) USA 2018, the world's #1 AR+VR conference and expo, which took place in Silicon Valley.

Holo-Stylus, Holo-Light's input device for Mixed/Augmented and Virtual Reality, was developed in collaboration with the entrepreneurial school®, Management Center Innsbruck (MCI), and is considered to be the new mouse for new computing by several industry organizations. Not only is it compatible with many types of head-mounted displays, its cutting-edge technology enables creation of, and interaction with, digital content down to the submillimeter--a ground-breaking level of precision. The German Mixed and Augmented Reality start-up, Holo-Light, and its partner, MCI, could not be prouder to be honored with this renowned prize.

The most recognized industry AR & VR awards in the world since 2010, AWE's Auggie Awards contest is dedicated to encouraging and recognizing the exploration of new AR + VR technologies with the potential to transform enterprise, business and daily life.

"Winning an Auggie Award at the world's biggest and most important AR event is an outstanding honor to us and our partners. This reward does not only show a great amount of acknowledgment towards our great team, but is considered a high-quality label on behalf of Holo-Light," said Florian Haspinger, CEO and Co-Founder of Holo-Light, after receiving the award.

Michael Kraxner, Head of Research, Development & Technology Transfer at MCI, is pleased about the award: "As a technology-oriented university working on practice-relevant solutions, we have found a congenial partner in Holo-Light. The joint development of the Holo-Stylus marks only the beginning of our cooperation. "

"The long-standing tradition of the AWE Auggies Awards demonstrates our commitment to AR, VR and MR ("XR") innovation," said Ori Inbar, co-founder and executive producer of AWE. "The Auggies recognize the best of the best in XR technologies, products, companies and individuals that are pushing boundaries and improving our lives--and we thank all of our entrants, judges, sponsors and partners for supporting the 2018 contest."

Winners were presented an Auggie Award trophy on May 31, 2018, and were determined by public voting plus an expert panel of impartial judges.

For more information on the Auggie Awards, including the full list of winners and finalists, visit <https://augmentedworldexpo.com/auggie-award-finalists/>.

More about Holo-Light

Holo-Light is a young tech start-up and pioneer of the MR/AR revolution, offering software and hardware solutions and creating uniform standards for Industry 4.0. During its first year of operation, the rapidly growing company has garnered a great deal of industry attention due to its multitude of practical and professional applications used for quality control, demonstration, maintenance, training purposes, and more.

More about MCI

As the Entrepreneurial School®, MCI is positioned to provide a meaningful connection between university, grande école, business school, university of applied sciences, and the world of business.

Scientifically sound problem-solving expertise, continuous innovation, as well as a high level of internationality, economic relevance, service quality and practical relevance all belong to the pillars of strategy and are reflected in research, teaching, further education, know-how transfer and start-ups.

More about AWE USA 2018

AWE (Augmented World Expo) is the world's #1 AR+VR conference and expo with annual dates in the USA, Asia and Europe. These events bring together a mix of CEOs, CTOs, designers, developers, creative agencies, futurists, analysts, investors, and top press in a fantastic opportunity to learn, inspire, partner, and experience first hand the most exciting industry of our times. AWE USA 2018 is in its 9th year taking place in Santa Clara, California May 30-June 1, 2018.

More information

Holo-Light: www.holo-light.com

MCI: <https://www.mci.edu/de/>

AWE USA: www.augmentedworldexpo.com

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