# Dossier: 3DEGREES, LLC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,249,992.00

**Award Date:** 2023-02-07

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

3DEGREES, LLC (doing business as ThirdEye) is a technology company focused on delivering augmented reality (AR) and mixed reality (MR) solutions for the defense, aerospace, and commercial sectors. Their core mission is to empower technicians and operators with intuitive, hands-free access to real-time information and guidance, increasing efficiency, reducing errors, and improving safety in complex environments. They aim to solve the challenges of limited accessibility to critical information in the field or on the factory floor, lengthy training times, and the high cost of human error. Their unique value proposition lies in their ruggedized, enterprise-ready AR/MR solutions that seamlessly integrate with existing workflows and data systems, offering improved situational awareness and task performance in demanding operational settings.

**Technology Focus:**

* ThirdEye X2 MR Smart Glasses: Ruggedized AR/MR eyewear designed for demanding environments, featuring a wide field-of-view, integrated thermal camera, and secure data transmission capabilities. The X2 is designed for hands-free operation and integrates with a variety of enterprise applications.
* ThirdEye Workspace: A software platform providing remote support, workflow management, and real-time data visualization specifically tailored for the X2 smart glasses. It enables remote experts to guide field technicians through complex procedures, provide just-in-time training, and access critical documentation.

**Recent Developments & Traction:**

* Partnership with AT&T (Announced June 2022):\*\* Collaborated to integrate ThirdEye's X2 MR glasses with AT&T's 5G network, demonstrating enhanced remote assistance capabilities and demonstrating the potential for leveraging 5G for mission-critical applications.
* Expansion into new industries:\*\* While primarily focused on defense and aerospace, ThirdEye has expanded into medical and field service sectors demonstrating versatility of their technology.
* Continued product development and software upgrades:\*\* The company has continued to issue press releases related to improvements and applications of the X2 hardware and Workspace software demonstrating ongoing commitment to improving their core technology.

**Leadership & Team:**

* Nick Cherukuri (Founder & CEO):\*\* Experienced entrepreneur with a background in engineering and a track record of developing and commercializing innovative technologies. Prior to ThirdEye, Mr. Cherukuri was CEO of an optical networking company.

**Competitive Landscape:**

* Microsoft (HoloLens):\*\* While Microsoft offers a broader range of AR/MR solutions, HoloLens is a direct competitor. ThirdEye differentiates itself through its ruggedized design specifically tailored for demanding environments and its integrated remote support and workflow management platform, Workspace.
* Magic Leap:\*\* Magic Leap focuses primarily on consumer and enterprise applications, but their hardware capabilities overlap. ThirdEye's focus on defense and aerospace, along with its ruggedized hardware and Workspace platform, provides a key differentiator.

**Sources:**

1. [https://thirdeyegen.com/](https://thirdeyegen.com/)

2. [https://www.youtube.com/c/ThirdEyeGen](https://www.youtube.com/c/ThirdEyeGen)

3. [https://www.prnewswire.com/news-releases/thirdeye-partners-with-att-to-accelerate-5g-ar-in-the-field-301567547.html](https://www.prnewswire.com/news-releases/thirdeye-partners-with-att-to-accelerate-5g-ar-in-the-field-301567547.html)