# Dossier: LOOKING GLASS FACTORY INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,246,523.00

**Award Date:** 2024-09-17

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Looking Glass Factory, Inc. is a holographic display technology company focused on creating interactive holographic experiences that are both accessible and collaborative. Their primary business involves designing, manufacturing, and selling holographic displays (known as "Looking Glass Portals") of varying sizes and capabilities, along with software and tools to create and interact with volumetric content on these displays. The core mission appears to be democratizing holography, moving it from specialized research labs into the hands of designers, developers, and content creators. They aim to solve the problem of creating a natural, glasses-free 3D viewing experience, which has traditionally been difficult to achieve and often requires specialized equipment or immersive VR/AR headsets. Their unique value proposition is offering a range of "plug-and-play" holographic displays and software tools that make creating and deploying holographic applications relatively straightforward for a broad audience, including individuals with limited 3D design experience.

**Technology Focus:**

* Their core technology is based on light field display technology that projects multiple slightly different 2D images from a display behind a translucent panel. These images are projected at different angles, creating the illusion of a three-dimensional object that can be viewed without special glasses. The resolution and depth effect vary depending on the specific model.
* They provide software development kits (SDKs) and integrations for popular 3D content creation tools like Unity, Unreal Engine, and Blender. These tools simplify the process of exporting 3D models and scenes for display on the Looking Glass Portal.

**Recent Developments & Traction:**

* In January 2024, announced integration with NVIDIA Omniverse, enabling real-time holographic collaboration and visualization for Omniverse users.
* In November 2022, launched the Looking Glass 4K Gen2, an updated holographic display with improved brightness and image quality.
* In April 2022, secured a partnership with Dimension Studio for holographic capture and display workflows, streamlining the process of creating and integrating high-quality holographic content.

**Leadership & Team:**

* Shawn Frayne (CEO): Co-founder of Looking Glass Factory. Background in interactive art and engineering, with a focus on creating engaging user experiences.
* (Based on limited publicly available information, CTO/President are not readily discoverable through standard web searches).

**Competitive Landscape:**

* Light Field Lab: Developing significantly larger and higher-resolution holographic displays based on a different, more complex light field technology, targeting professional applications and large-scale installations.
* Leia Inc.: Focuses on nano-structured light field displays integrated into mobile devices and tablets, offering a glasses-free 3D viewing experience on smaller screens.

Looking Glass Factory differentiates itself by offering a more accessible and user-friendly holographic display solution, targeting a broader audience of content creators and developers, with a focus on ease of integration with existing 3D workflows.

**Sources:**

1. [https://lookingglassfactory.com/](https://lookingglassfactory.com/) (Company Website)

2. [https://venturebeat.com/business/looking-glass-factory-launches-4k-hologram-display/](https://venturebeat.com/business/looking-glass-factory-launches-4k-hologram-display/)

3. [https://blogs.nvidia.com/blog/2024/01/17/omniverse-looking-glass-hologram/](https://blogs.nvidia.com/blog/2024/01/17/omniverse-looking-glass-hologram/)