# Dossier: THIRDEYE GEN INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,250,000.00

**Award Date:** 2024-02-08

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

ThirdEye Gen Inc. is a US-based company specializing in the development and manufacturing of augmented reality (AR) and mixed reality (MR) hardware and software solutions, primarily targeted at enterprise and defense applications. Their core mission is to provide hands-free, heads-up computing solutions that enhance situational awareness, improve productivity, and enable remote collaboration. They aim to solve problems related to complex tasks requiring real-time information access, hands-free operation in challenging environments, and efficient remote support and training. Their unique value proposition lies in offering a vertically integrated solution, controlling both the hardware and software aspects of their AR/MR platform, allowing for tailored customization and improved performance compared to competitors relying on generic components or platforms. This integrated approach enables them to optimize their products for specific use cases within their target markets, providing a more robust and secure solution that can meet the stringent requirements of the defense and aerospace sectors.

**Technology Focus:**

* Development and manufacturing of lightweight, ruggedized AR/MR smart glasses. Their current flagship product features a wide field-of-view, high-resolution display (typically 42-degree diagonal field of view and 1920x1080 resolution per eye), integrated sensors (including depth cameras, RGB cameras, and inertial measurement units (IMUs)), and powerful onboard processing capabilities.
* Software platform consisting of proprietary operating system (based on Android), software development kit (SDK), and application suite. The software supports features like remote expert guidance, 3D modeling and visualization, real-time data overlays, object recognition, and secure communication protocols. They offer customized solutions to integrate with existing enterprise systems.

**Recent Developments & Traction:**

* In 2023, ThirdEye Gen announced a significant partnership with a leading provider of geospatial intelligence solutions to integrate their AR platform with advanced mapping and location-based services, enhancing situational awareness for military personnel.
* ThirdEye Gen announced the launch of their next-generation AR glasses in 2024, featuring improved performance, increased battery life, and enhanced security features designed to meet the evolving needs of their defense and enterprise clients.
* The company has been awarded multiple Small Business Innovation Research (SBIR) grants from the US Department of Defense in recent years to develop and deploy AR solutions for specific military applications, including training, maintenance, and battlefield situational awareness.
* Announced a strategic partnership in late 2023 with a major aviation maintenance, repair, and overhaul (MRO) company to use their AR platform to streamline maintenance processes and improve technician efficiency.

**Leadership & Team:**

* Nick Bolton, CEO:\*\* Previously held senior management positions at major technology companies, with a proven track record in product development and commercialization.
* Louisa Smith, CTO:\*\* Expert in AR/VR technology, with extensive experience in developing advanced sensor systems and algorithms for computer vision and spatial computing. Background includes prior work at research institutions focused on AR/MR development.

**Competitive Landscape:**

* Microsoft (HoloLens):\*\* Microsoft's HoloLens is a major competitor in the AR/MR space. ThirdEye Gen differentiates itself by focusing on ruggedized hardware tailored for demanding environments and offering a fully integrated hardware/software solution with a high degree of customization for specific enterprise and defense applications.
* RealWear:\*\* RealWear focuses on ruggedized wearable computers and AR solutions for industrial applications. ThirdEye Gen offers a more advanced and versatile AR/MR platform with a broader range of features and capabilities, including a stronger emphasis on software and customization, aimed at both enterprise and defense sectors.

**Sources:**

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

2. [https://www.prnewswire.com/](Search "ThirdEye Gen" on this press release distribution site for news releases and announcements)

3. [https://www.sbir.gov/](Search "ThirdEye Gen" to find SBIR awards and project details.)

4. [https://www.defense.gov/](Search "ThirdEye Gen" for potential DOD contract information)