



## Crunchfish and Optinvent enter partnership for touchless gesture control in smartglasses



**Nasdaq First North listed Crunchfish and the French high-tech company Optinvent forms partnership to bring touchless gesture control to augmented reality smartglasses. Within the framework of the partnership, Crunchfish will ensure compatibility with Optinvent's range of AR glasses.**

Crunchfish partners with Optinvent for use of Crunchfish's software in Optinvent's smartglasses. Optinvent has several models designed for different use cases and environments targeting both the enterprise and consumer market. A trial version of the gesture control software will be pre-loaded into every pair of Optinvent smartglasses. The Crunchfish gesture control technology will offer users improved interaction capabilities making them less dependent on touchpads and buttons.

Optinvent is one of the most innovative developers of smartglasses and the company's latest product within the segment is the ORA-2<sup>®</sup>, capable of supporting a multitude of mobile applications with best in class performance, cost, and ergonomics. The Optinvent management team has more than 20 years of experience in the field of consumer electronics and display optics.

*"User interaction is the next big chapter to be written in this field. Our collaboration with Crunchfish provides us with the possibility to offer our customers our state of the art smartglasses equipped with intuitive and reliable touchless gesture interaction, suited both for a demanding industry environment as well as for the consumer market." says Kayvan Mirza, CEO at Optinvent.*

*"Optinvent provides high-end products with impressive performance and we are delighted to form this partnership, especially as they target both the industrial segment and the consumer mass market. We are also pleased about our software being preloaded in the glasses with a trial version, which will strengthen our dialogue with the users." says Joakim Nydemark, CEO at Crunchfish.*



Touchless interaction complements existing interaction methods for smart AR glasses, and enables users to efficiently interact even in situations such as:

- When there is a need to quickly access features during work
- When the situation calls for a true hands-free operation
- When the user operates in noisy environments or environments requesting silence
- When there is a requirement to minimize the risk of hand contamination

The Crunchfish value proposition within touchless gesture control for smartglasses is based on a UX driven top-down approach, holding more than seven years of experience within touchless interaction. The technology is well patented and is already installed in millions of consumer electronics devices. Crunchfish is dedicated to being in the frontier, redefining the mobile interaction and offering intuitive interaction to smartglasses and other mobile devices.

**For further information, please contact:**

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**About Crunchfish**

Crunchfish develops software for Augmented and Virtual Reality that creates new possibilities for interaction. Our product Touchless A3D<sup>®</sup> enables touchless interaction with hand gestures. Our software platform aBubbl<sup>®</sup> enables the activation of Augmented Reality in any application, letting users of mobile devices locally and seamlessly discover who is nearby, connect and share information. Crunchfish's technology is licensed to consumer electronics manufacturers and application developers and is currently available in millions of devices from global enterprises. The company was founded in 2010 and is based in Malmö, Sweden. Visit [www.crunchfish.com](http://www.crunchfish.com) for more information.

**About Optinvent**

Optinvent is a pioneer in smartglasses and wearable displays with patented technologies and extensive know-how in the field. The ORA-2<sup>®</sup> is an AR smartglass for enterprise customers based on Optinvent's Clear-Vu<sup>®</sup> transparent retinal display capable of supporting a multitude of hands free mobile computing and Augmented Reality applications. The ORA-X<sup>®</sup> is a disruptive new product category of smart headphones for consumers. It will revolutionize the mobile music and entertainment experience. For more information please visit: [www.optinvent.com](http://www.optinvent.com).