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**A new era in portable video technology:
Icuiti launches iWear AV230 Video Eyewear**

**Watch movies and play video games on a private 44" virtual home theatre –
on almost any mobile video device**

Rochester, NY, January 4, 2007 – Just in time for the upcoming Consumer Electronics Show in Las Vegas, Icuiti, the leading manufacturer of Video Eyewear, launches iWear AV230. Worn like regular glasses and connecting to almost any video-capable mobile device, iWear solves the main challenge while viewing videos on the go - a small screen. iWear AV230 is now available at The Sharper Image stores nationwide and at www.icuiti.com.

iWear AV230 provides video fans and gamers with a virtual 44-inch home theatre experience viewed from 9 feet away. "The iWear AV230 is an affordable multi-source model for people who love watching videos and playing video games while they are in the back of a car, on a plane, train, bus or subway", says Icuiti CEO Paul Travers. "The iWear AV230 also supports Icuiti 3D™, which shows enabled 3D movies automatically in three dimensions and creates a seamless experience for the user."

The high-resolution iWear AV230 is the most versatile, compact, and lowest priced Video Eyewear solution on the market. It connects to almost any form of video-capable mobile device including Video iPods, portable DVD players, gaming systems, other media players, and cell phones. It is part of Icuiti's new iWear family of products, which was launched in fall 2006 with the iWear for iPod, a big screen device exclusively made for Video iPods. iWear for iPod has won an Innovation Award at CES 2007.

Further iWear AV230 product details:

- Integrated rechargeable battery for approximately 5 hours of continuous operation
- Mini USB charger allows maximum mobility
- Can be plugged into a mobile phone's AV port without the need for external controllers or other bulky battery attachments
- Removable hi-fi stereo headphones and an adjustable nosepiece for a custom fit
- Two independent focus controls allow viewers to use it without prescription eyeglasses

The iWear AV230 is available now for \$249.95 at The Sharper Image stores nationwide and www.icuiti.com.

Product images are available at www.nextphasestrategy.com/iWear



About Icuiti Corporation

Icuiti Corporation manufactures Video Eyewear and personal display devices for the mobile video, entertainment, defense and commercial markets. Icuiti's Video Eyewear connects to mobile electronic viewing products such as portable media players, gaming consoles, cell phones, and laptops – providing viewers with a personal big screen experience. The company aims to make its Video Eyewear line standard equipment for watching news, sports, music videos, movies, as well as playing video games. Icuiti is the winner four CES Innovations Awards and the 2006 Frost & Sullivan Technology Innovation of the Year Award for European Mobile & Wireless services. Icuiti has 58 patents issued or pending. Founded in 1997, Icuiti is a privately held company with offices in Rochester, NY and Tokyo, Japan. For more information, please visit: www.icuiti.com or www.videoeyewear.com

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