



## **FOR IMMEDIATE RELEASE**

### **Icuiti changes name to Vuzix Corporation**

*A new name for leading innovator in video eyewear technology which aims to better align the company's brand strategy with its current and future product offerings*

**Rochester, NY – September 4<sup>th</sup>** – Icuiti Corporation, the principal player in the video eyewear industry, announces today, that it has officially changed its name to Vuzix Corporation. Effective immediately, the company's website and domain name have been changed to [www.vuzix.com](http://www.vuzix.com). The name change will help Vuzix better align its iWear® branding strategy with product offerings across each of the company's vertical markets. These markets include consumer electronics, video gaming, military and medical.

"We believe the new name will help us build a strong consumer brand of video eyewear with high recognition in the US and internationally," says Paul Travers, CEO.

Since the company was started in 1997, Vuzix Corporation has been a leader in video eyewear technology and three-dimensional eyewear for the U.S. Military and the video gaming community. Their iWear® Personal Display Solutions are designed and manufactured in the United States and are available worldwide. With 60 patents issued or pending, Vuzix has established itself as the premier provider of this high definition, near eye display technology.

The company operates offices in Rochester, NY and Tokyo, Japan.

To request additional information or to interview CEO Paul Travers, please contact PR Representative Ted Miller at (305) 576-1171 x12 or at [tedmiller@maxborgesagency.com](mailto:tedmiller@maxborgesagency.com)

For more information about Vuzix Corporation, please visit [www.vuzix.com](http://www.vuzix.com).

#### **About Vuzix Corporation.**

Vuzix Corporation, formerly Icuiti, manufactures Video Eyewear and personal display devices for the entertainment, mobile video, defense and commercial markets. Vuzix' Video Eyewear connects to standard PCs and 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 playing games as well as watching news, music videos, and movies. Vuzix won four CES Innovations Awards and the 2006 Frost & Sullivan Technology Innovation of the Year Award for European Mobile & Wireless services. Founded in 1997, Vuzix is a privately held company with offices in Rochester, NY and Tokyo, Japan. For more information, please visit: [www.vuzix.com](http://www.vuzix.com).

**Press Contact:**

Ted Miller

Max Borges Agency

(305) 576-1171 x12

[tedmiller@maxborgesagency.com](mailto:tedmiller@maxborgesagency.com)