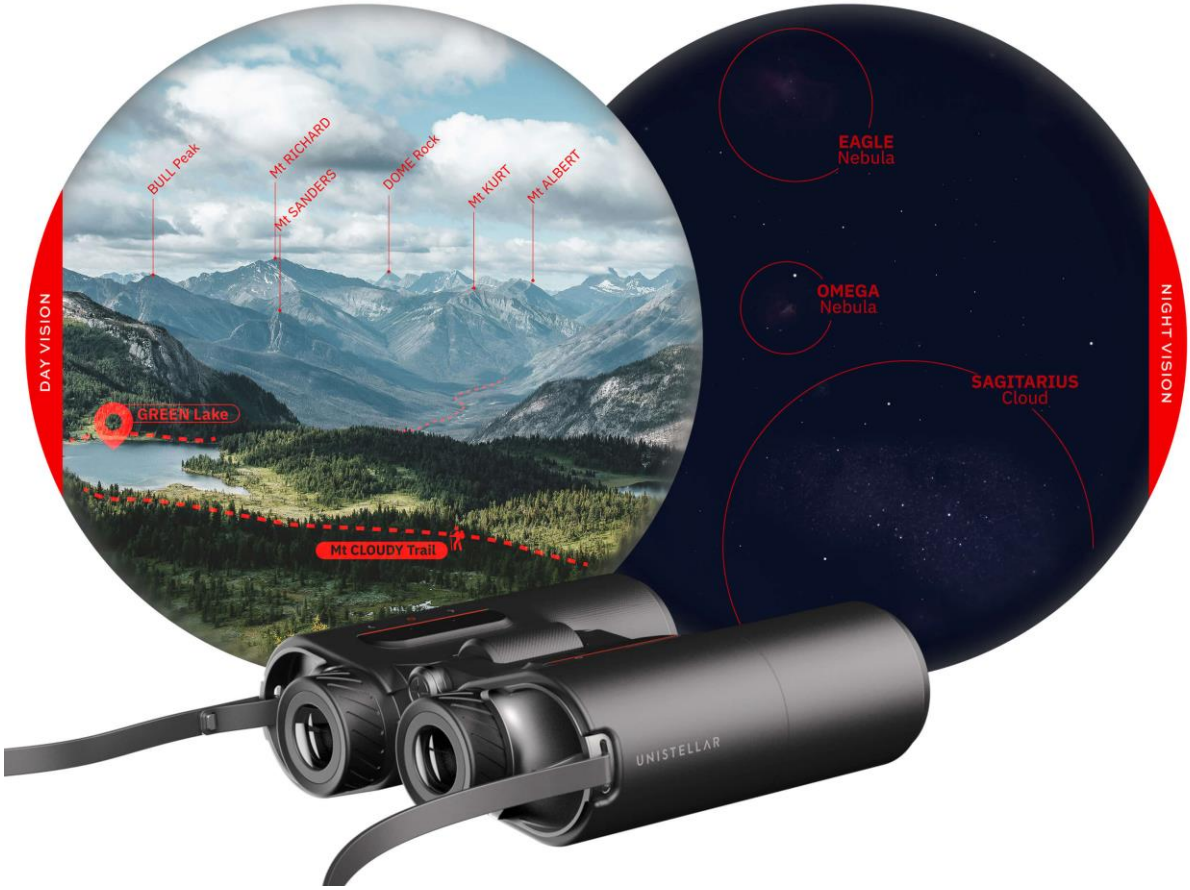
UNISTELLAR's Smart Binoculars Set to Bring AR to Life with Everyday Functionality



July 29th, 2024, San Francisco, US/London, UK – After reinventing the telescope seven years ago, UNISTELLAR is once again pushing the boundaries of exploration with its latest cutting-edge innovation: ENVISION Smart Binoculars. Set to transform and deepen the way enthusiasts explore the skies and earth, these Smart Binoculars offer one of the few truly useful consumer applications of AR.

The Kickstarter campaign raised almost $1 million in just the first 24 hours of its launch, and in the 33-day funding period, surpassed UNISTELLAR's $2.5 million goal, raising $2,692,391 from 3,597 backers around the world.

Innovative Technology for Unparalleled Exploration

Crafted by the trailblazing innovator behind the world's most advanced and user-friendly smart telescopes, ENVISION Smart Binoculars mark a significant leap forward in optical technology.

Combining high-quality, multicoated optics designed in collaboration with Nikon, and with a magnification power of x10 and a 50mm diameter, these Porro architecture binoculars will put optical excellence at the service of innovative users.

Augmented Reality Precision Orientation System is a technology that enriches the viewing experience by overlaying contextual information directly onto the user's natural field of view, at

the user's command. With instant access to a comprehensive database of maps and contextual information, users will be able to stargaze like seasoned astronomers and explore landscapes like professional guides. From trails to peaks, springs to refuges, and from stars and comets to galaxies, planets, and nebulae—thanks to ENVISION, they're all accessible online AND offline.

Designed for ease of use and seamlessly integrating with a smartphone via the dedicated App, ENVISION Smart Binoculars provide an intuitive and detailed experience, on Earth and beyond.

Key Features of ENVISION Smart Binoculars

ENVISION offers four distinct modes to enhance exploration, and users can seamlessly switch between different modes and discover new dimensions in their adventures:

- **Smart Scouting Mode:** During the day, transform your field of view with a 3D dynamic map overlay, highlighting landmarks, water sources, trails, and points of interest, including names, altitudes, distances, and magnitudes. At night, gaze upwards to enjoy a tour of the skies, with detailed contextual information about celestial objects within your view. For instance, if users point ENVISION at the Moon, the Smart Binoculars will show them where Neil Armstrong and Buzz Aldrin landed the Apollo lunar module Eagle on July 20, 1969.

- **Guided Navigation Mode:** During the day, visual cues guide you to sought-after points of interest, enhancing your navigation in complex and unfamiliar terrains. At night, the App suggests stars, comets, and other celestial objects to explore.

- **Shareable Target-Lock Mode:** Lock onto any target—be it a camouflaged animal or a distant star—and pass the binoculars to friends. The binoculars will guide them precisely to the same target for a shared viewing experience.

- **Classic Optical Mode:** For those moments when you want to disconnect from technology, switch off the AR overlay to enjoy the pristine optics of a high-quality pair of classic binoculars.

"Just as we reshaped the backyard telescope market, we eagerly anticipate being able to bring this extraordinary product to life to redefine the binocular experience and transform AR into a useful part of everyday life," said Laurent Marfisi, co-founder and CEO of UNISTELLAR. "From amateur astronomers to outdoor adventurers, ENVISION will empower these enthusiasts to discover and engage with their surroundings in ways never thought possible."

For more information about ENVISION Smart Binoculars, visit www.unistellar.com/envision.

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About UNISTELLAR

Unistellar creates the world's most powerful and easy-to-use smart telescopes. Thanks to exclusive and patented advances in imaging and optics, its range of connected products finally make observing the sky that immersive voyage among the stars each of us dreams of, but never got to experience before. It even pushes the boundaries of technology to enable observing even in the heart of the city and despite light pollution.

Unistellar is thea market leader in smart telescopes, providing a unique experience of observing and discovering space, in the United States, Europe, Japan and worldwide. The company has received two CES Awards, in 2018 and 2022.

Through partnerships with renowned scientific organisations such as NASA and the SETI Institute, Unistellar has built the world's first crowdsourced astronomy community. The decisive contribution of the Unistellar network to the study of the DART planetary defense mission has already been recognised major scientific journal Nature.

For more information on Unistellar, see http://www.unistellar.com and follow us on Facebook and Twitter.