

Meta Says It's the World's Only Fully Augmented Reality Glasses

Written by Marco Attard
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"It's the end of the era of the flat screen device," boldly states **meta**, a start-up launching the **meta 1 Developer Kit**, the world's first hardware/software package for full augmented and mediated reality.



The meta 1 Developer Kit allows 3D apps to be built in the real world for development in productivity, engineering, entertainment, gaming, design, architecture and more.

meta 1, says the maker, is "not just pop-ups in the corner of the user's eye, extending the functions of a mobile device," nor is it "a shield that traps the user in a world of virtual reality." (References probably to competitors Google Glasses and Oculus Rift.)

Instead, with meta 1 aims to let you build interfaces like those seen in *Avatar* and *Minority Report*. Using a two-part wearable computer comprised of 3D glasses and a specialized camera enabling direct hand gestural control and surface tracking, the meta 1 allows users to manipulate 3D virtual objects and attach them to their real world environment using only their hands.

meta is an enterprise spun out of Columbia University, led by computer and neuroscientist Meron Gribetz in collaboration with AR guru, Columbia University Professor Steven Feiner.

The trash talk against competitors may be brazen but the pedigree of this company is all class. Watch them get bought by Google and the world will never know if it was for the technology or just to shut them up.

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