

**From:** Joi Ito <[REDACTED]>  
**To:** Jeffrey Epstein <jeevacation@gmail.com>  
**Subject:** Re:  
**Date:** Mon, 30 Mar 2015 21:57:35 +0000

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I showed the CEO of Sony and the CEO of DeNA (company doing all of the mobile phone apps for Nintendo) and both were floored. We'll see if he can execute, but it could be a game changer if he can get the thing out there and undercut price and kill with a better design.

> On Mar 31, 2015, at 6:41 AM, jeffrey E. <jeevacation@gmail.com> wrote:

>  
> great

> On Mon, Mar 30, 2015 at 4:41 PM, Joi Ito <[REDACTED]> wrote:

> BTW, I've been carrying a prototype around and have shown it to various people and it's the best experience any of them have seen. Jeffrey, we've got to show you. It looks simple, but the field of view and the simplicity is really important. It's much better than the high end systems and sort of shows how important math is - basically great lens design are more important than just about anything else. ;-)

>> On Mar 30, 2015, at 10:25 PM, David Smith <[REDACTED]> wrote:

>>  
>> Hi Jeffrey-  
>> Lots of progress since last time.  
>> The new device is a jewel. See images below. The first will be on a huge billboard near SFO on route 101 and will be seen by 4 million people. We are launching our Kickstarter event on April 6.  
>> It has really come a long way.  
>> Thanks for your support!  
>> David

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>>  
>> <Glasses product 0053.jpg>

>>  
>> David A. Smith  
>>  
>> Skype: inventthefuture  
>> <http://www.wearality.com>

>> On Wed, Sep 3, 2014 at 4:39 PM, David Smith <[REDACTED]> wrote:

>> Hi Joi and Jeffrey,  
>>  
>> This is a nice little box. It uses the Oculus optics and some of the APIs developed by them. Field of view is about 90-110 degrees but the resolution is very nice. It is tied to the one Samsung device (a very nice phone). The first units that will be coming out are developer units, though they should be available to anyone that wants to purchase it.

>>  
>> Of course our field of view is much larger and we will work with any 7 or 8 inch tablet for the first device. We are beginning to look at what it would take to support phones as well - a higher power lens will give us the same field of view we have now but work with a 5 inch phone. We also think we can do this with a single lens/eye which will simplify the design and lower the cost.

>>

>> David  
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>>  
>> David A. Smith  
>>  
>> Skype: inventthefuture  
>>  
>>  
>> On Wed, Sep 3, 2014 at 4:28 PM, Joi Ito <ji@media.mit.edu> wrote:  
>> Interesting. David?  
>>  
>> On Sep 3, 2014, at 18:10 , jeffrey E. <jeevacation@gmail.com> wrote:  
>>  
>>> [http://www.pcmag.com/article2/0,2817,2466629,00.asp?kc=PCRSS03069TX1K0001121&utm\\_source=feedburner&utm\\_medium=feed&utm\\_campaign=Feed%3A+ziff+davis%2Fpcmag%2Fbreakingnews+%28PCMag.com+Breaking+News%29](http://www.pcmag.com/article2/0,2817,2466629,00.asp?kc=PCRSS03069TX1K0001121&utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+ziff+davis%2Fpcmag%2Fbreakingnews+%28PCMag.com+Breaking+News%29)  
>>>  
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