

Press Release: Look-E Debuts Expert View App in Partnership with Vodafone and Ericsson at Mobile World Congress

Look-E, in conjunction with its collaborators Vodafone and Ericsson at the 5G Hub, is thrilled to introduce a groundbreaking No Code Visual Live Labelling system. This system revolutionises the execution of complex processes by leveraging a unique combination of human experts providing live remote guidance and artificial intelligence-powered Large Vision Models (LVMs). These LVMs serve as digital experts, directing users through smart glasses to perform intricate tasks.

The Expert View app instantly delivers interactive instructions to installation, maintenance, and repair personnel, visually presenting knowledge and additional insights. Particularly noteworthy is that the accessibility of the knowledge and expertise presented would traditionally only become available with experience, training, or with guidance from an on-site instructor. The app successfully bridges the gap between expertise and implementation.

By seamlessly integrating with 5G mobile edge infrastructure, the app ensures immediate and uninterrupted processing of visual data. This includes real-time interpretations of both the wearer's perspective through the glasses and the AI detection algorithms. Martijn Lukaart, Founder and Director of Look-E BV, expressed, *"This results in a revolutionary experience for the wearer of the smart glasses, who gains an additional three-dimensional layer of information. It's like having an expert constantly providing guidance and explanations."*

The partnership between Look-E and the 5G Hub marks a substantial stride in technological progress, opening up unprecedented possibilities for accessible support. Additionally, the patented technology is ready for seamless integration into the next generation of wearables. According to Jan Spruijt, Head of 5G Hub at Vodafone, *"This strategic alliance reinforces Look-E, Ericsson, and Vodafone's commitment to pushing the boundaries of technological advancement in the telecom sector."*

The culmination of this collaborative effort will be showcased at the Mobile World Congress at the end of February 2024 in Barcelona, at stand 8.0B31.7.

For those interested in Spatial Computing and AI, seeking more information, attending an Expert View demonstration, or initiating AI expert training, please visit <https://takealook.icu>.

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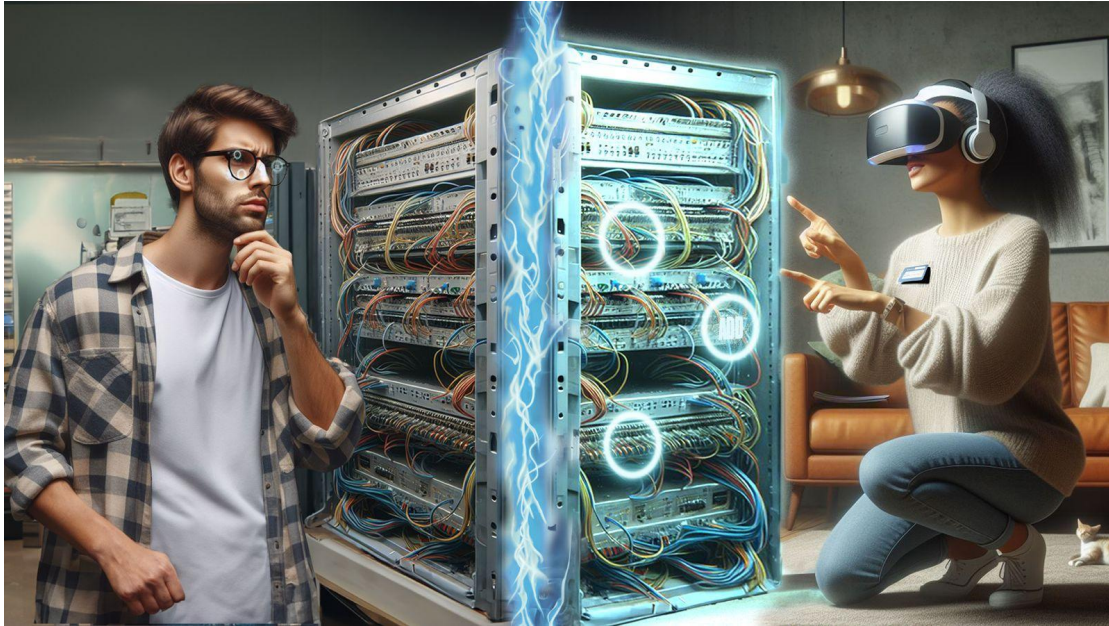
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About Expert View App

Definition:

Expert View is a scalable, open and mobile Social Extended Reality (XR) streaming platform, akin to Steam but for XR content that utilises remote Human Experts, wearable Computer Vision and Artificial Intelligence.

Spatial Computer

Spatial computing refers to a technological concept that involves the use of computing devices to interact with and process information related to the physical space around them. Unlike traditional computing, which primarily occurs on a two-dimensional screen, spatial computing integrates digital information seamlessly into the three-dimensional space we inhabit. Apple's adoption of the term emphasizes their focus on creating immersive experiences that blend the virtual and physical worlds, offering a more inclusive and intuitive interaction with technology. Similarly, Meta's preference for "Metaverse" signifies a broader vision of interconnected virtual spaces and experiences.

(Multilevel) Large Vision Models (LVMs) use deep learning to detect patterns and connections within and between images and (eventually) videos. The use of (multilevel) LVMs is a new standard for computer vision, bringing extreme business value in domain-specific use cases at enterprise grade and can be combined with other systems.e.g. for more and better in-context responses or supplement with a human.

Functionality:

Integrated Experiences: Developers/Creators can easily start to make their own Expert View app. Look-E's live labelling application provides the interface on the XR glasses utilising the live camera feed to get started with the training of a new A.I. object detection

algorithm after choosing one of the provided state-of-the-art computer vision object detection algorithms to start with.

Content Management: seamlessly upload, update, and configure the new immersive Spatial Computing applications that leverage the fusion of wearable Computer Vision and Artificial Intelligence

Immersive Streaming: Empowering customers to stream the latest integrated experiences on the go, this functionality overcomes the limitations associated with local XR and utilises mobile edge infrastructure, promising a more dynamic and accessible encounter on-the-go.

Key Features:

Streaming & Hosting API: Exceed hardware limitations by streaming applications using a secure, device-agnostic streaming service.

No Code Experience Designer: Create XR experiences using pre-made assets and a visual programming interface.

Add-on Library: Explore reusable components like AI virtual assistance and domain specific* LVM's to enhance the experience.

Human-in-the-loop: Exceed the limitations of Computer Vision algorithms. Instant support via holoported humans as well the option of creating data sets through human labelling.

Optimal Experience Design: Unique machine human interface in which the algorithm can interactively query a user (or some other information source) to label new data points with the desired outputs.

*refers to specialist image library collections specific to individual industries and in this instance that includes agriculture, medical devices, food & beverage, manufacturing etc. In this context, domain-specific also means LVMs could be trained using your own enterprise's private (proprietary) images.

Martijn Lukaart Founder & CEO of Look-E daughter company Odd.Bot is well experienced with creating weed detection algorithms for weed removal robots that used to take a lot effort and labelling.

With the company's LVM technology, companies can take unlabeled image data and create high-performing LVMs that serve as a foundation to solve a diverse set of computer vision tasks in their specific domains.

This will occur much faster than with traditional approaches because companies will save months of work by not having to label vast image libraries. And they'll see improved accuracy and performance in terms of completed computer vision tasks given the intelligence of the LVM.

About Look-E

Look-E is a company created by Lumino.Studio, a venture builder AKA startup studio, that creates and develops new businesses from the ground up. Unlike traditional venture capital firms that primarily invest in existing startups, Lumino.Studio initiates and manages the entire process of building new ventures.

Key activities include:

Idea Generation: Identifying promising business ideas or opportunities for new ventures.

Validation: Assessing the viability of ideas through market research, prototyping, and validation processes.

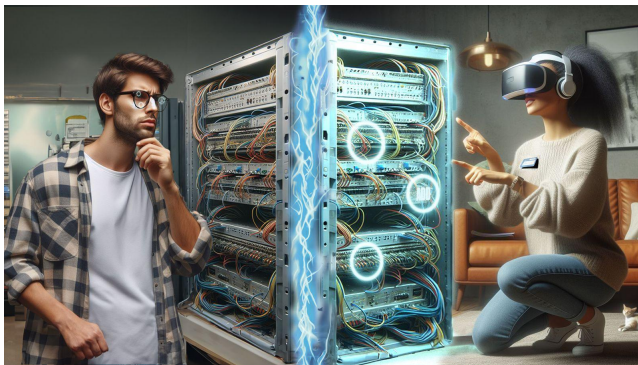
Team Formation: Assembling a team of entrepreneurs, experts, and professionals to execute the business idea.

Funding: Providing initial funding and resources to get the venture off the ground.

Mentorship and Support: Offering guidance, mentorship, and operational support to the newly formed ventures.

Infrastructure: Providing shared resources, facilities, and infrastructure to reduce costs and accelerate development.

Network Access: Leveraging a network of industry connections, mentors, and advisors to support the growth of ventures. *Scaling:* Assisting ventures in scaling their operations and reaching a sustainable business model. In essence, Lumino.Studio aims to streamline the startup creation process, mitigating some of the challenges and risks faced by corporates or individual entrepreneurs. The goal is to create multiple successful ventures within a portfolio by combining strategic planning, shared resources, and expertise.



Caption; In the image: on the left a person wearing AR glasses with a camera, where virtual images and information appear in the lenses alongside the reality you see while live streaming the environment and depth information of what you are looking at. On the right side a person wearing VR goggles seeing a digital representation of the physical world the other person is seeing while adding markers with the Live Labelling® interface from Look-E's Expert View App.