

# ENVISION the Future: UNISTELLAR's Smart Binoculars Win Prestigious CES 2025 Innovation Award



November 14, 2024, San Francisco, CA – [UNISTELLAR's](#) latest innovation, [ENVISION smart binoculars](#), has been honored with a coveted CES Innovation Award, underscoring the company's commitment to transforming and deepening the way enthusiasts explore the skies and the Earth.

After reinventing the telescope with its eVscope and Odyssey telescopes, UNISTELLAR is revolutionizing binoculars, with ENVISION—the next frontier in exploration. ENVISION's Kickstarter campaign has raised over \$2.5 million to date, far surpassing its goal.

The CES Innovation Awards program, owned and produced by the Consumer Technology Association (CTA)®, is an annual competition honoring outstanding design and engineering in consumer technology products across 28 product categories. An elite panel of industry expert judges, including members of the media, designers, engineers and more, reviewed submissions based on engineering qualities, aesthetic and design, functionality and consumer appeal.

## ENVISION Smart Binoculars: A New Era of Exploration

ENVISION combines high-quality, multicoated optics, with UNISTELLAR's **Augmented Reality Precision Orientation System**, to overlay contextual information directly onto the user's natural field of view, enriching the viewing experience with a wealth of data.

ENVISION knows countless points of interest and displays useful information about them, online AND offline, including names, altitudes, distances, and magnitudes.

- **Daytime Exploration:** Seamlessly visualize the world as intuitively as a local outdoors guide, with clear overlays marking peaks and summits, hiking paths, rivers and lakes, shelters, and water springs.
- **Night Sky Exploration:** Journey to the wonders of the Universe with the ease of an experienced astronomer, from constellations, nebulae and galaxies, stars, planets and moons, comets and asteroids, and even human-made points of interest such as the ISS, and Lunar landing sites, including the Apollo missions. For instance, point ENVISION at the Moon and it will show you where Neil Armstrong and Buzz Aldrin landed the Apollo lunar module Eagle on July 20, 1969.

## Key Modes of ENVISION Smart Binoculars

With UNISTELLAR's advanced user-friendly technology, users can seamlessly switch between different modes and discover new dimensions in their adventures.

- **Smart Scouting Mode:** A 3D map overlay provides detailed contextual information directly in your line of sight, about landmarks, water sources, trails, and points of interest, as well as celestial objects above you. ENVISION feels like having a map overlaid on reality and makes perception of the environment a lot clearer and detailed.
- **Guided Navigation Mode:** Request a point or let the App make suggestions based on when and where you are observing from. At night, the App suggests stars, comets, and other celestial objects to explore, taking users on a tour of celestial wonders. During the day, visual cues guide you to sought-after points of interest.
- **Shareable Target-Lock Mode:** Lock onto any target and the binoculars will guide friends precisely to the same target for a shared experience.
- **Classic Optical Mode:** Switch off the AR overlay to enjoy a high-quality pair of classic binoculars.

"With ENVISION, we are pushing the boundaries of exploration once again," said Laurent Marfisi, co-founder and CEO of UNISTELLAR. "This award from CES validates our commitment to transforming how people explore the world around them, drawing the magnificence of both Earth and the cosmos closer than ever before. We are incredibly proud to be recognized alongside other leading innovators in their fields and overjoyed to bring this extraordinary product to life."

Seamlessly integrating with iOS and Android devices via the dedicated App, ENVISION provides a vivid, intuitive, and highly detailed experience, on Earth and beyond, with features that evolve and improve over time, all at no extra cost, thanks to ENVISION's up-to-date database and regular app updates.

## How ENVISION Smart Binoculars Work

### 1. Optical System:

- **High-Quality Optics:** ENVISION's premium lenses and prisms deliver sharp, clear views.
- **AR Projection:** The right-hand side of the binoculars features an advanced Augmented Reality (AR) projection system. This system projects contextual information onto the optical path, merging AR data with users' real-world view.

### 2. Augmented Reality Integration:

- **High-Luminance, High-Contrast projection system:** The AR system uses a high-luminance, high-contrast microdisplay to ensure that the information overlaid on the natural optical image is clearly visible in various lighting conditions.
- **Field of View Fusion:** While the AR is projected on only one eyepiece, after a short adaptation period the brain fuses the information from both eyes, creating a seamless AR experience.

### 3. Precision Orientation System:

- **GPS and inertial measurement units (IMU):** The binoculars access the user's phone's GPS position and are equipped with IMUs. Combined with UNISTELLAR's customized software, this configuration guarantees precise positioning and low-drift orientation by merging data from gyroscopes, gravity and the earth's magnetic field.
- **Real-Time Data Processing:** Bluetooth connectivity to the phone feeds topographic and cartographic data into the system, allowing it to precisely overlay AR information based on location and viewing direction.

### 4. Database Connectivity:

- **Extensive Map Database:** ENVISION is connected to a database containing billions of topographic nodes and millions of cartographic items, including mountains, hills, trails, landmarks, water sources, stars, galaxies, and other celestial objects.
- **Online and Offline Access:** Users can access this database both online and offline, ensuring information is available even in remote locations, provided users download the maps of the region in advance if limited connectivity is expected.

### 5. Companion App:

- **User Interaction:** The app provides an interface for selecting points of interest, accessing the database, and receiving guided tours.

For more information about UNISTELLAR and ENVISION, visit [Unistellar.com](http://Unistellar.com) or the [Kickstarter campaign](#).

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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 a 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 organizations 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 recognized major scientific journal Nature.

For more information on Unistellar, see <http://www.unistellar.com> and follow us on [Facebook](#) and [Twitter](#).