



Innovega Inc. 11900 NE 1st Street, Suite 300, Bellevue, WA 98005

Innovega Welcomes Former AT&T Executive to Board of Advisors

Jeff Bradley recognized for spearheading successful launch of smartphone devices and services

Bellevue, WA, October 16, 2019 — [Innovega Inc.](#) announced the appointment of Jeff Bradley as an Executive Advisor to the company. Bradley has decades of leadership experience and expertise in driving new platforms to market, and he will assist Innovega in its planned product commercialization and go-to-market strategy.

Bradley was at the forefront of critical disruptive technology launches when he oversaw the introduction of AT&T's first smartphones. Joining AT&T in 2002, he represented the company in that dynamic ecosystem for the next 15 years, leading marketing efforts to launch AT&T's 3G and 4G networks. He helped create the industry's leading third-party developer program, with responsibility for the AT&T Developer Summit at CES and the AT&T SHAPE expo. He also led AT&T's network product team as they introduced many notable services, including AT&T NumberSync, Stream Saver, Call Protect, video calling and advanced messaging.

Bradley has helped companies navigate multiple computing evolutions, including mainframe, client/server, desktop internet and mobile internet. He began his career at IBM, initially supporting enterprise sales and then moving to the Global Services division, where he built and managed consulting practices designed to help companies leverage emerging technologies. He later joined Systemhouse, the former information technology consulting division of MCI, and also was with Lante Corp., an internet consultancy focused on e-markets.

Bradley has a bachelor's degree in economics from Stanford University, where he was a two-time Pac-10 champion wrestler.

"Jeff's support will be a tremendous asset to us as we continue to advance our business strategy to deliver digital eyewear technology to consumers and professionals who need or want sophisticated access to virtual and augmented reality," said Steve Willey, Innovega Co-Founder, President and CEO. "We look forward to Jeff leading key initiatives and delivering many successes for shareholders."

"I am very excited to join Innovega and work with its strong management who are leading the evolution of wearable technology," commented Bradley. "I look forward to leveraging my ecosystem expertise to help the company grow its impressive assets and realize its tremendous potential."

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About Innovega

Innovega Inc. is developing stylish, lightweight, wearable displays that feature a high-resolution, panoramic-field-of-view system for medical, consumer, and industrial application. The Company is licensing its technology into the **\$74 billion** global vision care market with a focus on image enhancement for the visually impaired. Its transformative patented platform, eMacula™, includes eyewear and iOptik® high-resolution smart contact lenses that work together to deliver broad application in medicine, augmented reality (AR), and virtual reality (VR). The Company has been supported by the Defense Advanced Research Projects Agency (DARPA), National Eye Institute (NEI) of National Institutes of Health (NIH), and National Science Foundation (NSF) and has received investments from strategic partners. The iOptik contact lens is in the FDA De Novo process Phase II clinical trials in progress. The Company is also pursuing FDA 510(k) Clearance for its lens material.

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