

Grupo Boticário Deploys Vuzix M400 Smart Glasses in its Brazil Plant to Provide Production Monitoring and Remote Support

ROCHESTER, NY, October 23, 2020 – [Vuzix® Corporation](#) (NASDAQ: [VUZI](#)), ("Vuzix" or, the "Company"), a leading supplier of Smart Glasses and Augmented Reality (AR) technology and products, today announced that Grupo Boticário, one of South America's largest cosmetic companies, has deployed Vuzix M400 Smart Glasses at its Camacari manufacturing facility in Bahia, Brazil via local Vuzix distributor Totalpower.



Prior to the start of the COVID-19 pandemic, the company would have specialists from its São José dos Pinhais facility make weekly 1500-mile trips to the Camaçari plant, to monitor tests during product development or initial production. Due to COVID-19, travel was stopped in order to ensure employee safety, but the monitoring need remained. Through the use of Vuzix M400 Smart Glasses at the Camaçari facility, the remote specialists in product development are able to establish direct connections with the factory operators, who receive expert audio and video support while executing production, without impacting manufacturing productivity as workers' hands remain free. At the same time, the productivity of the specialists also increases due to less time spent traveling, as well as greatly reducing their carbon footprint.

"Vuzix M400 Smart Glasses are one of the many ways we have found in Grupo Boticário to continue producing with quality, maintaining the safety of our employees and meeting the needs of all profiles of the population," said Paulo Roseiro, Research & Development director at Boticário Group.

"The use of Vuzix Smart Glasses to improve product quality, reduce costs and increase worker safety continues to expand to every corner of globe," said Paul Travers, President and CEO of Vuzix. "We are pleased

to count Boticário Group among the growing list of South American companies that are embracing our technology.”

About Vuzix Corporation

Vuzix is a leading supplier of Smart-Glasses and Augmented Reality (AR) technologies and products for the consumer and enterprise markets. The Company's products include personal display and wearable computing devices that offer users a portable high-quality viewing experience, provide solutions for mobility, wearable displays and augmented reality. Vuzix holds 179 patents and patents pending and numerous IP licenses in the Video Eyewear field. The Company has won Consumer Electronics Show (or CES) awards for innovation for the years 2005 to 2020 and several wireless technology innovation awards among others. Founded in 1997, Vuzix is a public company (NASDAQ: VUZI) with offices in Rochester, NY, Oxford, UK, and Tokyo, Japan. For more information, visit Vuzix [website](#), [Twitter](#) and [Facebook](#) pages.

Forward-Looking Statements Disclaimer

Certain statements contained in this news release are "forward-looking statements" within the meaning of the Securities Litigation Reform Act of 1995 and applicable Canadian securities laws. Forward looking statements contained in this release relate to Vuzix' existing and future business growth prospects with Grupo Boticário and Totalpower and among other things the Company's leadership in the Smart Glasses and AR display industry. They are generally identified by words such as "believes," "may," "expects," "anticipates," "should" and similar expressions. Readers should not place undue reliance on such forward-looking statements, which are based upon the Company's beliefs and assumptions as of the date of this release. The Company's actual results could differ materially due to risk factors and other items described in more detail in the "Risk Factors" section of the Company's Annual Reports and MD&A filed with the United States Securities and Exchange Commission and applicable Canadian securities regulators (copies of which may be obtained at www.sedar.com or www.sec.gov). Subsequent events and developments may cause these forward-looking statements to change. The Company specifically disclaims any obligation or intention to update or revise these forward-looking statements as a result of changed events or circumstances that occur after the date of this release, except as required by applicable law.

Media and Investor Relations Contact:

Ed McGregor, Director of Investor Relations, Vuzix Corporation ed_mcgregor@vuzix.com Tel: (585) 359-5985

Vuzix Corporation, 25 Hendrix Road, Suite A, West Henrietta, NY 14586 USA,
Investor Information – IR@vuzix.com www.vuzix.com