

Atheer Labs Receives Funding from Flextronics Lab IX

Written by Australian Business

MOUNTAIN VIEW, Calif.--([BUSINESS WIRE](#))-- [Atheer](#) , the developer of gesture-controlled, immersive 3D wearable computing platforms, today announced an investment from the dynamic hardware startup program Lab IX, a part of Flextronics. Investment from Lab IX will help Atheer complete designing and building its immersive augmented reality technology by leveraging Flextronics' network, experience and expertise in getting emerging technology hardware to market quickly.

“Partnering with Flextronics Lab IX is very exciting for Atheer and for everyone excited about truly immersive augmented reality,” said Soulaïman Itani, founder of Atheer Labs. “Lab IX has an incredible network of manufacturers, designers and supply chains that are immensely valuable for startups to bring their hardware to the next level. They offer a world class level of service and knowledge that will provide Atheer with the scale, scope and speed to bring the Atheer platform to the public.”

“We are very excited to add Atheer to the Lab IX portfolio and are excited to help bring their immersive 3D augmented reality device to market,” said Lior Susan, Vice President and Head of Flextronics Lab IX. “We believe Atheer’s team has built an incredibly powerful platform that has the potential to really change the way people work and we are proud to have them join our program.”

Flextronics Lab IX’s investment follows Atheer’s announcing three new patents for wearable optics technologies and security as well as two key new hires to its team including Mario Kosmikas, Vice President of Software Engineering and Alan Shen, Chief Designer.

About Atheer

Atheer is dedicated to creating augmented reality technology to enhance the human experience. We are pioneering and perfecting the mobile 3D platform--the platform of the future. The company is based in Mountain View, CA and was founded by Soulaïman Itani. Atheer's investors include Bobby Yazdani, Co-Founder of Saba Software and Farzad Naimi, Co-Founder & Managing Partner, RONA Holdings. For more information, please visit <http://atheerlabs.com> .

About Flextronics

Flextronics is a leading end-to-end supply chain solutions company that delivers design, engineering, manufacturing and logistics services to a range of industries and end-markets, including data networking, telecom, enterprise computing and storage, industrial, capital equipment, appliances, automation, medical, automotive, aerospace and defense, energy, mobile, computing and other electronic product categories. Flextronics is an industry leader with \$26 billion in sales, generated from helping its customers design, build, ship, and service their products through an unparalleled network of facilities in more than 30 countries and across four continents. Flextronics' service offerings and vertically integrated component technologies optimize customer supply chains by lowering costs, increasing flexibility, and reducing time-to-market. For more information, visit www.flextronics.com or follow us on Twitter @flextronics.

About Flextronics Lab IX

Flextronics established the Lab IX Accelerator Program to support early stage disruptive technology companies incorporating hardware and software innovation. Lab IX program participants gain access to our global end-to-end supply chain solutions, wealth of experience in hardware design, manufacturing and logistics across a wide range of markets and benefit from our specialized partners at an unprecedented scale. Lab IX takes the 'hard' out of hardware and creates the right ecosystem of investments, technology capability and experienced partners to accelerate your idea and help get your products sold. Our connections in the heart of the Silicon Valley and around the world deliver you the right channels for manufacturing and distribution with the fastest time to market. For more information on Lab IX, visit <http://www.labix.io>.

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