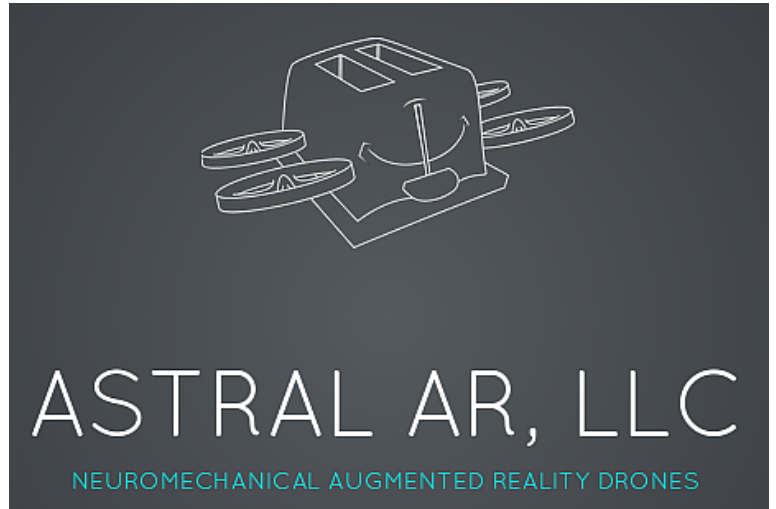


# PRESS RELEASE



## For Immediate Release

### ASTRAL AR UNVEILS NEUROMECHANICAL DRONE PILOTING SYSTEM **Straight out of science fiction: Astral AR rockets forward.**

**AUSTIN, Texas - January 2nd, 2016:** It should have been obvious: combining the Internet of Things, holographic displays and unmanned vehicles to create a drone piloting system straight out of science fiction. Using devices capable of distinguishing mental commands and individual words with real-time holographic rendering of a drone's visual feeds, that's exactly what Astral AR has been the first to do with a revolutionary new piloting system. Astral AR builds unmanned aerial vehicles (UAVs) that integrate biometrics and holographic displays into a patent-pending, neuromechanical interface that works exactly like you think it should: drones you fly with your mind in augmented reality. Founded by two unlikely first-timers in May 2015, Astral AR's trajectory is possibly record-setting: from banging out a working proof of concept to demo in six weeks flat, unexpectedly acquiring partners like Thalmic and Epson, receiving angel seed funding from a former boss, talking their way into restricted demos like the Microsoft Holo Lens – and an Emotiv Insight, after being called “the most compelling flyer we've ever seen.”

Astral AR was even solicited by 500 Startups, when a single tweet from CEO Leah LaSalla was picked up in a TechCrunch article in August and rocketed the nascent startup's momentum forward with the stellar executive team of José La Placa Amigò (COO), Lori Krell (CFO, via Volusion), Liz Cholet (CTO, via Criteo), AJ Reese (via NASA), Matt Randall (Shodan contributor), and Cheryl Cessna (FAA liaison).

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