

Lumenuity: \$1.2 Million (Seed) Raised To Enhance Zoom Capabilities Of Smartphone Cameras

By Amit Chowdhry • October 23, 2024 at 12:26 AM

Lumenuity announced an official launch with transformative optical technology that significantly enhances the zoom capabilities of smartphone cameras. The company also unveiled a \$1.2 million seed funding round and is collaborating with Qualcomm Technologies to optimize the Lumenuity technologies for use on smartphones that contain the latest Snapdragon mobile platforms. This breakthrough technology offers widespread applications beyond smartphones, including drones, augmented reality (AR), etc.

Lumenuity's Light Unfolding technology delivers DSLR camera performance in a pocket-sized mobile device. And this advancement delivers users professional zoom quality without the cost or weight of traditional cameras, revolutionizing mobile photography.

Co-founded by Dr. Benjamin Shapiro and Dr. Edo Waks, experts in optics, electrical engineering, and quantum, Lumenuity has spent years refining and advancing this new optical solution. A prestigious advisory board supports the team with decades of leadership in top-tier smartphone and AR companies.

Along with enhancing image performance, Lumenuity's technology offers significant manufacturing advantages by reducing the need for multiple cameras in devices. Currently, smartphones depend on separate cameras for primary, wide-angle, and zoom functions. Lumenuity's optical system can deliver the performance of two cameras in one, streamlining design and reducing production costs and those savings that can be passed directly to consumers.

Lumenuity already developed prototypes that deliver double the zoom capability of existing smartphone cameras, all while maintaining industry-standard size and form. And the company has been collaborating closely with Qualcomm, a leader in the smartphone industry, and with DXOMARK, leaders in assessing phone camera image quality, to refine and validate their technology.

KEY QUOTES:

“Our patented Light Unfolding technology compresses unprecedented optical power into compact devices. With this innovation, consumers can capture stunning, high-quality images from their smartphones—virtually eliminating the need for bulky, high-end cameras.”

-Dr. Benjamin Shapiro, co-founder and CEO of Lumenuity.

“Lumenuity’s technology allows higher-performance optics in a more efficient form factor. Qualcomm will be able to support phone makers that will be implementing this new technology on the Snapdragon platform, by providing complimentary advanced image processing and AI features to further increase image quality.”

-Judd Heape, Vice President, Product Management at Qualcomm

“Given the company’s unique technological approach, robust IP portfolio and attractive project roadmap, we’re thrilled to invest in the team at Lumenuity. The company is well-positioned to meaningfully improve camera performance while also reducing phone costs.”

-Michael Beer, Investment Partner at Vest Coast Capital