



# IEEE Industry Standards and Technology Organization Announces Formation of LaSAR Alliance

## New Member Program in Augmented Reality Wearable Devices

March 29, 2021 09:25 ET | Source: [IEEE-ISTO, Inc](#)



PISCATAWAY, N.J., March 29, 2021 (GLOBE NEWSWIRE) -- [The IEEE Industry Standards and Technology Organization](#) (ISTO), an international federation of leading industry groups and consortia dedicated to the advancement of standardized technologies for the benefit of industry, today announces its newest member program, LaSAR Alliance (Laser Scanning for Augmented Reality).

The LaSAR Alliance (Laser Scanning for Augmented Reality) was established to facilitate an ecosystem to help drive the growth of the market for augmented reality wearables. Activities will include fostering and encouraging the development and promotion of technologies, components, devices, techniques and solutions to enable the efficient design and manufacture of augmented reality wearable devices including smart glasses and head-mounted displays and providing an environment to facilitate a marketplace for ideas where members can exchange and share information, collaborate and partner to create, build and grow effective and compelling LBS (Laser Beam Scanning) based and other solutions, and share best practices.

“The formation of the LaSAR Alliance will facilitate the growth of the

collaboration.”

ISTO president Marco W Migliaro stated, “We welcome the LaSAR Alliance as a new member program of ISTO Federation of Programs, and the ISTO staff looks forward to helping LaSAR achieve its unique goals using laser beam scanning based solutions. ISTO has a proven track record of successfully facilitating the introduction of new technologies and innovations that improve industry competition and growth.”

LaSAR Alliance’s founding members are: ST Microelectronics, Osram OS, Dispelix, AMAT & Megal.

LaSAR Alliance has established a tiered membership structure for companies, as well as government and academic organizations. To get involved, visit [www.LaSARAlliance.org](http://www.LaSARAlliance.org).

For all media inquiries please reach out to [Katherine.valenti@ieee-isto.org](mailto:Katherine.valenti@ieee-isto.org)

#### About ISTO

ISTO provides today's industry alliances and trade associations with turnkey legal and operational support. Provided by an award-winning staff, ISTO provides a legal infrastructure for incepting organizations and offers best practice operations management, enabling organizational stakeholders to focus on the work at hand. ISTO is the premier trusted partner of the global technology community for the development, adoption, and certification of industry standards and technology solutions that benefit industry. An international federation of member programs, its mission is to facilitate the life-cycle of industry standards development through a dedicated staff committed to offering vendor neutrality, quality support and member satisfaction. ISTO Programs span the spectrum of today's information and communications technologies. For more information, visit [ieee-isto.org](http://ieee-isto.org).

---

#### Tags

[IEEE Industry Standards and Te](#)

We use cookies to improve your GlobeNewswire experience. By continuing, you agree to our use of cookies. For more information, please see our [Privacy Policy](#).

ACCEPT