Lytro Company Fact Sheet

About Lytro
Lytro is transforming the camera into a powerful computational photography platform and making conventional cameras a thing of the past. The key innovation is “light field” technology, which captures all of the light rays in a scene to create interactive, living pictures. Light field technology enables unprecedented capabilities including the ability to focus after a picture is taken and immersive 3D viewing.

The company was founded in 2006 by Executive Chairman Dr. Ren Ng, whose research in light field photography won best PhD dissertation in computer science at Stanford in 2006 as well as the internationally recognized ACM award.

Light Field Technology
The light field is a core concept in imaging science that has been extensively researched for more than a century in academic environments. The light field is defined as all of the light traveling in every direction through a scene, from the foreground to the background and everything in between.

Until recently, light field cameras involved a roomful of hundreds of cameras tethered to a series of computers in a lab. Dr. Ng has dedicated more than six years to researching this science to bring the technology out of the lab and make it available for everyone.

For a deeper look at the technology, see the Lytro site and Dr. Ng’s research.

Our Products
In early 2012, Lytro introduced the first light field cameras to the consumer marketplace. Light field cameras are revolutionary in that they capture the entire light field, unleashing capabilities that were never before possible, including focusing a picture after it’s taken.

Lytro cameras allows users to experience amazing capabilities including:
Shoot now, focus later. People will no longer be delayed by having to focus their camera or be disappointed when a picture turns out irreparably out-of-focus. Lytro pictures can be flawlessly focused to their liking – days, weeks, even years after they’re taken.
Unparalleled speed: Since the camera doesn’t focus before a photo is taken, people will no longer miss important moments due to autofocus shutter lag.
Living pictures. Lytro creates pictures that both the photographer and viewer can interact with when shared online on blogs, photo sharing sites, their favorite social media networks, etc. They can focus the foreground, background or the entire image simply by clicking on an area of detail. No software download is required.

Immersive 3D. Using the full light field, Lytro cameras will allow people to easily switch between 2D and 3D views or shift the perspective of the scene.

Our Funding
Lytro has raised approximately $50 million to date from Andreessen Horowitz, Greylock Partners, NEA, and K9 Ventures along with individual investors. Greylock Partners seeded Lytro and Andreessen Horowitz led the most recent Series C round, which raised $37.6 million for Lytro's push into consumer markets this year. NEA led the Series B round in 2010.

Advisors to the company include two Nobel laureates, Stanford physics professor Douglas Osheroff and physicist Arno Penzias, as well as Intuit cofounder Scott Cook, Dolby Labs Chairman Peter Gotcher, VMware cofounder Diane Greene and Sling Media cofounder Blake Krikorian.

Our Board
Charles Chi, CEO, Former Venture Partner, Greylock Partners
Patrick Chung, Partner, NEA
Ben Horowitz, Co-founder and General Partner, Andreessen Horowitz
Ren Ng, Founder, Executive Chairman, Lytro
Mike Ramsay, Co-founder, TiVO

Our Employees
Lytro has assembled a world-class team of more than 80 employees with expertise in light fields, computational photography, computer graphics, consumer product design, manufacturing, marketing and distribution. The management team includes:
Charles Chi, CEO
Ren Ng, Founder and Executive Chairman
Kurt Akeley, Chief Technology Officer
Colvin Pitts, VP of Engineering
Kira Wampler, VP of Marketing
Vanita Wells, VP of Customer Operations
Dave Cox, VP of Operations
Mariana Antcheva, General Counsel

Our Offices
Lytro is headquartered in Mountain View, CA, with additional operations in Hong Kong.