For Immediate Release

Vitrealab Establishes Industry Advisory Board to Accelerate Commercialization of Quantum Light Chip for Next-Generation AR Glasses

Vienna, Austria – November 10, 2026

Vitrealab GmbH, developer and manufacturer of the Quantum Light Chip (QLC), today announced the establishment of its Industry Advisory Board. The Board brings together two experienced leaders from the optics, photonics and augmented reality industries, **Pia Harju and Barry Silverstein**, to support the company's continued growth.

Vitrealab's QLC is a photonic integrated circuit (PIC) designed to enable highly compact and efficient laser–LCoS light engines for AR glasses. Having demonstrated the technology in their ultra-compact light engine reference design, the company is now focused on bringing the QLC to market as a scalable product and working with industry partners to integrate the technology into next-generation AR glasses.

The newly established Board will advise Vitrealab's leadership team on product strategy, customer and partner engagement, commercialization and market development.

"We are entering an important phase in Vitrealab's growth," said Chiara Greganti, CEO and Co-Founder of Vitrealab. "Pia and Barry's experience will be highly valuable as we sharpen our product strategy, strengthen our relationships across the industry and accelerate the path toward commercial adoption."

Pia Harju



Pia Harju is an accomplished executive, entrepreneur, and business development leader with more than 25 years of experience across micro-optics, photonics, and AR/XR technologies. She previously served as Vice President of Business Development at Dispelix and, prior to that, spent a decade leading global business development at CDA, where she helped expand the company's micro-optics business across consumer electronics, automotive, and industrial markets.

Throughout her career, Pia has worked at the intersection of emerging technologies, industry partnerships, and commercialization. She has also founded and managed technology companies in both the United States and Finland.

Pia has advised Vitrealab since 2024, supporting the company's business development, strategic partnerships, and positioning within the AR ecosystem.

"Vitrealab is a trailblazer in laser-LCoS technology and has established a strong position as a leading member of the laser light-engine ecosystem. I am delighted to join the Industry Advisory Board and look forward to supporting the team as it continues to advance its technology, build strategic industry partnerships, and bring its innovations to the global market." — Pia Harju

Barry Silverstein



Barry Silverstein currently serves as Director of the Center for eXtended Reality (CXR) at the University of Rochester, where he leads multidisciplinary research in augmented reality (AR) and contextual AI. Previously, he spent eight years at Meta Reality Labs as CTO of Optics and Display Products and Senior Director of Optics and Display Research. Prior to his tenure at Meta, Silverstein won an Academy Award for leading the research, development, and productization of IMAX's revolutionary laser projection system.

A recognized leader across the global optical ecosystem, Silverstein chairs the Laser Display for AR Working Group and leads key industry-academic initiatives within The AR Alliance to overcome manufacturing and scaling challenges for laser display systems, waveguides and prescription AR optics.

"Unlocking the full potential of AR smart glasses requires light engine innovations that don't compromise on brightness, size, or efficiency. VitreaLab's Quantum Light Chip is addressing this exact challenge head-on. As someone dedicated to advancing laser display systems, I see immense potential in their approach, and I'm excited to support the team as they commercialize this technology." — Barry Silverstein

The establishment of the Industry Advisory Board marks an important step in Vitrealab's transition from technology development to commercial growth. With the QLC established as its core product, Vitrealab is building a technology

platform designed to address one of the key challenges facing next-generation AR glasses: delivering high-performance optical systems within an extremely small form factor.

“Building the future of AR displays requires not only strong technology, but also a deep understanding of how that technology fits into the wider optical and display ecosystem,” added Chiara Greganti. “With Pia and Barry on our Advisory Board, we gain decades of experience that will help us challenge our assumptions, identify new opportunities and accelerate our path.”

About Vitrealab GmbH

Vitrealab GmbH is a Vienna-based Deeptech company driving innovation in Photonic Integrated Circuits (PIC) for laser-LCoS-based display technologies. Its proprietary Quantum Light Chip delivers new levels of brightness, efficiency, and optical quality for AR systems. Originating from the University of Vienna, the team combines decades of experience in photonics research, laser integration, and system architecture to translate academic advances into industrial solutions. With dedicated manufacturing equipment and proprietary direct laser writing techniques, Vitrealab develops and fabricates its own photonic devices, ensuring precision, reproducibility, and rapid development cycles. This vertical integration enables seamless scaling from prototype to mass production, supporting both flexibility in design and consistency in performance.

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