

Gixel raises €5 Million Seed to deliver breakthrough Optical Displays for AI and AR Glasses.

Karlsruhe, Germany – July 23, 2025

The oversubscribed round was led by Oculus VR co-founder Brendan Iribe; former Chief Futurist at 20th Century Fox and Paramount, and founding team member at RED Digital Cinema, Ted Schilowitz; FlixBus founders Jochen Engert, Daniel Kraus, and André Schwämmlein; Germany's Federal Agency for Disruptive Innovation (SPRIND); and early-stage VC firm LEA Partners.

“As a Futurist at two major movie studios, I’ve seen countless wearable display concepts. Gixel’s team and approach stand out for their real advances in resolution, form factor, and usability—they’re the one to watch,” said Ted Schilowitz, former Chief Futurist at 20th Century Fox and Paramount and founding team member at RED Digital Cinema.

As the rapid development of AI’s vision and voice capabilities has accelerated the global tech giants’ race for mainstream AI and AR eyewear, ultra-light, power-efficient, high-fidelity optical see-through displays remain the industry’s biggest barrier. Gixel’s proprietary architecture is designed to break that bottleneck—delivering a modular solution built for AI glasses today and scaling to tomorrow’s full-lens immersive AR with fields of view as large as the lenses themselves.

Gixel’s approach enables optical see-through displays with smartphone-level quality, stellar transparency when the display is off, and extremely energy-efficient, low-weight, low-heat operation. Designed for industrial-scale manufacturing, it supports curved lenses for sleek form factors, variable focal planes for correct depth placement, and a scalable field of view—from small zones to the entire lens. Its scalable design gives OEMs freedom to choose field of view and place displays anywhere on the lens.

“We’re not just solving display challenges—we’re making the breakthrough that finally makes wearable AI and AR real,” said Felix Nienstaedt, co-founder and CEO of Gixel.

Founded in 2019, with AR display development underway since 2021, by Fraunhofer optics experts Dr.-Ing. Miro Taphanel and Dr.-Ing. Ding Luo with entrepreneur Felix Nienstaedt, Gixel has quietly assembled a world-class team of 15 international specialists in display physics, nano-optics, system engineering, and high-precision manufacturing, with strong backing from SPRIND, a major early investor and long-term shareholder.

The company is currently building a fully functional prototype and preparing developer kits for pilot partnerships.

Gixel plans to raise a Series A next year to scale manufacturing and meet industry demand.

Press & Partnership Inquiries:
press@gixel.de