

Pixel Optics to Demonstrate Electronic Eyeglasses at Expo

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ROANOKE, Va.—PixelOptics is moving forward with plans to introduce a electronic, changeable focus eyeglass lens. This month, the Roanoke-based company is beginning a consumer trial of the lenses, which feature proprietary electro-active technology. Company executives declined to provide details about the number of people involved in the trial or where lenses are being tested. But William Spies, chief operating officer of PixelOptics said, “Beginning this month and continuing throughout 2009, a limited number of individuals will be provided with Pixel’s electronic eyeglasses. We will spend much of 2009 optimizing our technology.” based on results from the trials. Assuming all goes according to plan, Pixel will move forward with a major launch in 2010.”

Spies said Pixel Optics will display its electronic lens next month at International Vision Expo in New York. “This will be the first public display of this technology in the world,” noted Spies. “Once commercially launched in 2010 we anticipate distributing the electronic lenses through wholesale optical laboratories around the world.”