

## PixelOptics Unveils Launch Plans for Electronic Lens

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PixelOptics executives unveiled plans to launch their electronic, auto-focusing lens at a press conference here on Friday morning.

Ronald Blum, OD, chairman and CEO of PixelOptics, said the new lens will be marketed under the brand name emPower! PixelOptics will conduct a test market in the fourth quarter, 2010 in Virginia, North Carolina and Washington, D.C., followed by a national rollout in 2010.

Blum said the go-to-market business strategy for the new lens—called emPower!—will be based upon strategic partnerships with frame manufacturers, lens manufacturers, and electronic development/component companies.

“Our company is dedicated to pursuing advances in lens and eyewear technology that will continue to benefit wearers and the optical industry for years to come,” said Blum. “Partnering directly with well-respected, expert manufacturers and developers will enable us to continue to direct the majority of our resources to this effort, and help us reach more wearers, faster.”

PixelOptics executive Larry Rodriguez introduced the company’s strategic partners. Aspex Eyewear has been licensed to have North American exclusivity to manufacture, sell, and distribute electronic eye glass frames that enable and activate emPower! lenses.

Shamir Optical Industry will equip optical laboratories with its Prescriptor software, which gives them the capability of freeforming emPower! electronic eyewear.

PixelOptical said Transitions Optical are collaborating on technologies to support PixelOptics composite enhanced multifocal products, and announced that they are currently developing technology that will lead to a Transitions version of emPower! eyewear.

Panasonic Shikoku Electronics, the healthcare arm of Panasonic, is collaborating with PixelOptics on electronic and optics technologies.

William Spies, chief operating officer, added, “This path-to-market allows us to follow established channels of distribution within the industry and provides the ability for optical labs capable of freeforming emPower! to do so if they desire.”



**At the PixelOptics press conference the company introduced its technology partners. (L to R) Larry Rodriguez and Bill Spies, PixelOptics; Thierry Ifergan, Aspex Eyewear; Clay Musslewhite, PixelOptics; Hirokazu Sugihara, Panasonic Shikoku Electronics; Bernard Pedoussaut, Aspex Eyewear; Nonu Ifergan, Aspex Eyewear; Ron Blum, PixelOptics; Brian Hauser, Transitions Optical; and Dan Katzman, Shamir Optical.**