



## For Immediate Release

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## emPower! Electronic Focusing Eyeglasses Receives International Recognition at the 2011 Consumer Electronics Show

January 10, 2011; PixelOptics (Pixel) of Roanoke, Va., announced today that its emPower! electronic focusing eyeglasses received significant recognition by major news organizations at this year's International Consumer Electronics Show (CES) in Las Vegas. CES is the top annual International consumer electronics show in the world with approximately 2,700 exhibitors and over 140,000 attendees. Exhibitors included the likes of Sony, Motorola, Panasonic, LG Electronics and Hewlett Packard among other large and small global companies.

emPower! received international recognition at the 2011 CES, including:

- **PC Magazine** included emPower! among its selection of “**Best of CES 2011**”.  
<http://www.pcmag.com/Article.aspx/SlideShow/259144/259142/9>
- **CNN** put the “spot light” on emPower! during a live broadcast from the CES.  
<http://www.cnn.com/video/?/video/bestoftv/2011/01/07/exp.mxp.ces.glasses.hln>
- **Maximum Tech Magazine** selected emPower! the “**Most Innovative New Product**” at the CES.  
<http://video.maximumpc.com/services/player/bcpid713149813001?bckey=AQ~~,AAAAj4PC2GE~.ORQYVMXgoiXTeyIHGi-FJkRaqeMqUGX&bclid=0&bctid=742348499001>
- **ABC's Good Morning America** selected emPower! as one of the “Top Six” electronic products of 2011 to be highlighted. <http://abcnews.go.com/Technology/Consumer/tablets-hot-consumer-electronics-show/story?id=12541887&page=2>
- **CNBC** during a live nationwide broadcast from the CES selected emPower! as one of the top five “Must Have” 2011 electronic products.  
<http://www.pixeloptics.com/pages/videos/corpvideoCES2011CNBC.html>

- **USA Today.com** also singled out emPower! with an article on the web.  
<http://content.usatoday.com/communities/technologylive/post/2011/01/empower-electronic-eyeglass-lenses/1>

Clay Musslewhite, Director of Marketing at Pixel stated, “we are extremely pleased to receive this level of recognition. The level of coverage received from top-tier news organizations was beyond my wildest expectations. I think this is a great indicator for the level of consumer and eye care professional interest we will see for emPower! once it is officially launched in 2011. With emPower!, for the first time the patient can control how they see when wearing their multifocal eyeglasses. By this I mean emPower! allows the wearer to only have the near optical power present when it is needed. This provides vision with far fewer compromises for the wearer.”

Larry Rodriquez, Senior VP of Global Sales and Marketing for Pixel stated, “emPower! represents the single most significant advancement in the Vision Care Industry since the introduction of the progressive addition lens over fifty years ago. I believe that the press and public attending CES could personally relate to how emPower! would help their personal vision during the course of their everyday life. The level of personal interest and emotional connection to emPower! that I witnessed was just amazing!”

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**About PixelOptics:** Headquartered in Roanoke, Virginia, PixelOptics is committed to “transformational innovation” in the spectacle lens industry. The company’s focus is on improving and elevating the current standard of vision correction by inventing, developing and marketing a wide range of innovative new products based on dynamic focusing lenses, innovative lens design technologies, and composite optics. PixelOptics is dedicated to helping consumers see better and more comfortably, while at the same time helping the vision care industry to grow. For additional information please visit: [www.pixeloptics.com](http://www.pixeloptics.com)

**About emPower!:** emPower! is the world’s first and only electronic focusing eyewear. emPower! focuses faster than the blink of an eye, without moving parts and without making a sound. emPower! allows for the optical power of the eyeglass to change dynamically through changing optical power. Unlike today’s fixed optical power multifocal eyeglasses that control the wear’s vision, emPower! enables the wearer to be in control of their vision. emPower! has been under development for twelve years and is protected by nearly 300 issued patents and patent applications pending around the world. For additional information please visit: [http://pixeloptics.com/pages/electronic\\_eyewear.html](http://pixeloptics.com/pages/electronic_eyewear.html)