



For Immediate Release

Contact: Clay Musslewhite, PixelOptics, 540.567.5079, cmusslewhite@pixeloptics.com

Rachel Spencer, Access Advertising & Public Relations, 540.798.6278, rachel@visitaccess.com

PixelOptics, Inc. Unveils Bold Marketplace Approach for Electronic Eyewear

emPower!™ brand and strategic partnerships announced

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New York, NY (March 19, 2010) – PixelOptics, Inc. unveiled its business approach for introducing and distributing the world’s first electronic auto-focusing eyewear – branded as *emPower!*™ – to consumers. In a bold strategic shift from common industry practices, the company will partner directly with select well known manufacturers, distributors, and technology developers, creating a synergy that will maximize capabilities to effectively reach customers more quickly.

The *emPower!* brand and strategy were unveiled at a news conference during the International Vision Expo & Conference, in New York, NY.

According to Ronald Blum, O.D., Chairman and CEO - of PixelOptics, the go-to-market business strategy for *emPower!* will be based upon strategic partnerships with frame manufacturers, lens manufacturers, and electronic development/component companies.

Blum stated, “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. 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.”

According to William Spies, Chief Operating Officer, “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.”

Partnerships for *emPower!* which were announced include:

- **Aspex Eyewear** - Aspex has been licensed to have North American exclusivity to manufacture, sell, and distribute electronic eye glass frames that enable and activate *emPower!* lenses. Aspex has established itself as the most innovative fashion and technology frame company in North America with the inventions of twistable, bendable eyewear and magnetic clip technology – patented innovations which PixelOptics says reinforce their shared vision to be positioned as technology leaders within the optical industry.

- **Shamir Optical Industry, Ltd.** - PixelOptics announced that all laboratories equipped with Shamir's Prescriptor software will have the capability of freeforming *emPower!* Electronic Eyewear. Currently there are 29 large, recognizable optical laboratories in the United States that utilize the Prescriptor software and this number is expected to grow significantly in 2010. Shamir Optical will make Prescriptor with *emPower!*'s back surface optical design available to any and all optical laboratories desiring to fabricate *emPower!*.
- **Transitions Optical, Inc.** – PixelOptics and Transitions established a partnership in 2009 with the goal of combining two lens technologies for ultimate patient benefit. The two companies have collaborated 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, Co. Ltd.** – In January 2010 the company announced that it has been collaborating with PixelOptics in the development of electronic eyewear for the past two years. Panasonic Shikoku Electronics is one of a group of companies of Panasonic Corporation, a global electronics company which is well known globally. Panasonic Shikoku Electronics is responsible for the healthcare business inside Panasonic.

PixelOptics will continue to announce additional partnerships as they occur, anticipating a regional launch of *emPower!* electronic eyewear in late 2010 and a nationwide US launch in early 2011.

PixelOptics' highly propriety electronic lens technology aims to correct presbyopia and other visual disorders by dramatically improving vision from far-to-near and near-to-far, while reducing distortion typically associated with progressive addition lenses and also improving zone width clarity and floor / ground gaze. The technology will be the first electronic ophthalmic solution to enter the consumer electronic healthcare sector. *emPower!* is protected by more than 300 issued patents and patent applications pending around the world.

The *emPower!* brand name was selected to communicate the performance and benefits of the world's first electronic focusing eyewear. Clay Musslewhite, Marketing Director for PixelOptics says, "The name is intended to connote the use of electronics or electrical 'power', but also to communicate that wearers will be empowered with the vision that they need, when they need it and without the drawbacks of other corrections for presbyopia."

In 2009, PixelOptics launched its atLast! Enhanced Multifocals line, a new category of lens which utilizes the company's patented composite lens technology to provide clear intermediate vision for lined bifocal wearers and expanded intermediate vision for trifocal wearers.

For more information about PixelOptics, visit <http://www.pixeloptics.com>.

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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 on improving the current standard of vision correction will deliver a wide range of innovative new products based on "composite lens" and innovative lens design technologies. For additional information please visit: www.pixeloptics.com.