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PixelOptics Previews Revolutionary emPower! Electronic Eyeglasses during 2011 CES

Teams with Panasonic Healthcare for the Manufacture of Liquid Crystal Electronic Lens Blanks

(Las Vegas, NV, January 5, 2011) -- PixelOptics, the world's first electronic focusing lens company, previewed production models of its revolutionary emPower! electronic prescription eyewear at The Digital Experience and ShowStoppers this week in Las Vegas during the Consumer Electronics Show (CES).

emPower! represents the most significant technological advance in prescription eyewear in the last 50 years. The world's first electronic corrective eyeglasses, emPower! features the most advanced consumer electronics innovations available today, including composite lenses with a thin transparent LCD-like layer, microchips, micro-machine accelerometers and miniature rechargeable batteries. This transformational product represents \$100 million in research and development over the past 11 years and is protected by nearly 300 patents and patent applications worldwide. Experts believe they will become the choice of the tens of millions of consumers that wear progressive lenses and bifocals as they provide a wider field of view, less distortion and alleviate common side effects associated with corrective lenses used for presbyopia. Presbyopia is the diminished ability to focus on near objects that affects many starting around the age of 40.

Beginning in April 2011, the eyeglasses will be available in major U.S. markets, starting in the Southeastern U.S., and then throughout the country by the end of 2011. Plans are to market and sell the innovative eyeglasses globally. Recommended retail pricing is expected to be approximately \$1,200 for a complete pair (frames, lenses, coatings, charger and all electronics).

“This is the first time LCD-like technology has been used for corrective eyeglasses. Recent advances in consumer micro-electronics have enabled us to incorporate the benefits of LCD properties with new innovations to create a quantum leap in optical technology that addresses the needs of a huge segment of the consumer market. emPower! reduces vision compromises and improves the vision experience of prescription eyeglass wearers,” said Ron Blum, founder and CEO of Pixel Optics. “Our innovative electronic lens design allows PixelOptics to use the existing eyecare manufacturing and distribution network in order to deliver emPower! to eyecare professionals and their patients in the most efficient and cost-effective manner.”

emPower! eyeglasses look like regular, high-fashion glasses. The microchip, micro-accelerometers, and miniature batteries are hidden inside the arms of the eyeglass frames and are what provides the intelligence and activation of the electronic eyeglass lenses. The transparent LCD layer in each lens is able to electronically change its molecular structure to activate the near focus lens only when needed, making the entire lens available for distance vision otherwise. When a wearer of emPower! tilts his or her head down to read or view an object up close, the accelerometer detects the motion, the microchip sends an electronic signal to the LCD layer and alters how the liquid crystals refract light, changing the prescription of the lens faster than a blink of the eye, with no moving parts and without making a sound. Wearers can operate the glasses in three different modes: manual on, automatic and manual off.

PixelOptics has been working with Panasonic Healthcare in Japan since 2008 to refine and manufacture the lightweight, semi-finished composite electronic lens blank with LCD material, from which all prescriptions can be fabricated.

Yukinori Okazaki, Chief Technology Officer of Panasonic Healthcare Co., Ltd recently said “emPower! represents a major step forward for providing better vision correction to the millions of patients worldwide who are afflicted with presbyopia,” “Presbyopia is a very common vision disorder that affects individuals at approximately 40 years of age. It causes these individuals to have trouble focusing on objects that are close at first and then also at their finger tip distance a few years later on.”

In a series of independent clinical tests conducted in June of 2010, emPower! eyeglasses were perceived by wearers to be superior in seven out of eight vision performance categories when compared to a leading progressive addition lens design. emPower! performed equally in the remaining one category.

PixelOptics has partnered with Aspex Eyewear, a leading eyewear company, to manufacture, sell, and distribute electronic emPower! eyeglass frames exclusively in North America.

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.

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