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PixelOptics Shares Consumer Feedback from Initial Rollout of emPower!

*World's First Electronic Focusing Eyewear Now Launching Nationwide;
Available at 1,200 Certified U.S. Practices by Year End*

(LAS VEGAS, September 22, 2011)- PixelOptics today held a press conference to update Vision Expo West attendees on progress of the national rollout of emPower!, the world's first electronic focusing eyeglasses.

Since the product's official unveiling at Vision Expo East this past March, PixelOptics has successfully conducted 30 emPower! Activation Summit meetings in key markets throughout the Northeast, Southeast and Western U.S. Delivered in cooperation with Aspek Eyewear, each emPower! Activation Summit provides practitioners with best practices and information necessary for marketing, presenting and dispensing emPower! to consumers. Including sessions held at Vision Expo West, PixelOptics has educated more than 1,200 eye care professionals.

"emPower! has received an enthusiastic response from eye care professionals and consumers alike throughout our domestic launch," said Larry Rodriguez, Senior Vice President, Global Marketing and Sales, PixelOptics. "More than 1,000 practitioners across the United States have signed on to become authorized emPower! eye care professionals so far, and we continue to receive strong demand for participation throughout the country."

PixelOptics has also developed one of the industry's strongest lab networks to support the national rollout of emPower!. Since Vision Expo East earlier this year, PixelOptics has increased the company's lab network to 15 of the largest, most advanced optical labs in the U.S.

"Based on consumer feedback to date, I am confident that we are witnessing the advent of a new paradigm in vision technology," said Dr. Richard Clompus, Vice President of Professional Relations for PixelOptics. "Users are reporting better clarity, ease of use and less eye strain than traditional lenses. Most importantly, they are amazed at how emPower! adjusts to their lifestyle – allowing them a range of vision and activities that were previously restricted. This is a fundamental change in what consumers have come to expect from their eyewear."

Successful Southeast Launch

Since July of this year, emPower! has been available in select markets in the southeastern U.S. – a limited rollout designed to fine tune the complex components of the emPower! supply chain before



general availability across the U.S. With the success of this initial stage, PixelOptics is now proceeding with the main launch schedule, which will place emPower! at nearly 1,200 authorized practices by the end of this year.

“I have never seen a more emotional, positive response to a new product in the optical field,” said Dr. John Clardy, OD, of Premier Medical Group in Mobile Ala. “emPower! delivers an experience that goes beyond what people have come to expect from their eyeglasses. The ability to adjust lens power according to a person’s individual needs is truly groundbreaking, and is changing my customers’ quality of life for the better.”

According to Dr. Daniel Quon, owner of Costa Mesa-based South Coast Optometry, emPower! dealer and consumer, “Every day I speak with people leading active lifestyles that do not want to be held back by the onset of presbyopia. emPower! is the first product I have seen that does not require consumers to compromise. I am an emPower! user myself and cannot imagine going back to a standard pair of progressive lenses.”

Quotes from emPower! consumers:

“I like the high technology mixed with the modern design of the glasses. I like the ability to see through the entire lens when I am looking both distance and reading. I like the automatic shift between reading and distance.”

“I can see golf shots better!”

“I’m on vacation in Steamboat Springs, CO this week. When hiking mountain trails I find myself looking down at the path, looking ahead at my gorgeous wife who is just in front of me and also looking all around at God’s creation. My emPower! glasses allow me to see all three distances perfectly!”

About emPower!

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 liquid crystal layer, microchips, micro-machine accelerometers and miniature rechargeable batteries. emPower! eyeglasses look like regular, high-fashion glasses. The microchip, micro-accelerometers, and miniature batteries are hidden inside the temples of the eyeglass frames. The transparent liquid crystal layer in each lens is able to electronically change and activate the near focus lens only when needed with no moving parts and without making a sound. emPower! allows for seeing clearly at all distances; far, near and in between. Wearers can operate the glasses in three different modes: manual on, automatic and manual off.



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 on Pixel please visit: www.pixeloptics.com. For additional information on emPower! electronic focusing eyeglasses please visit www.emPowerEyeWear.com

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