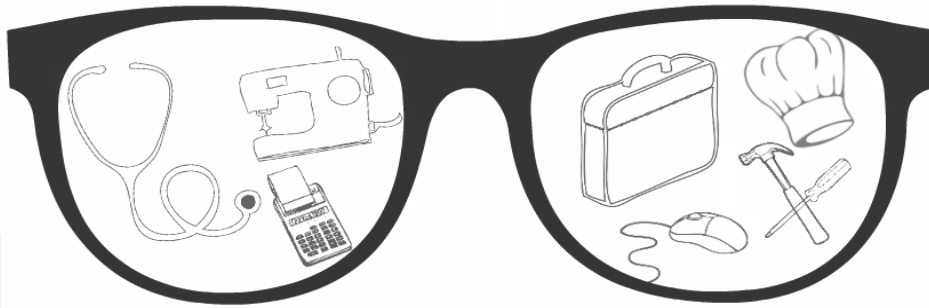


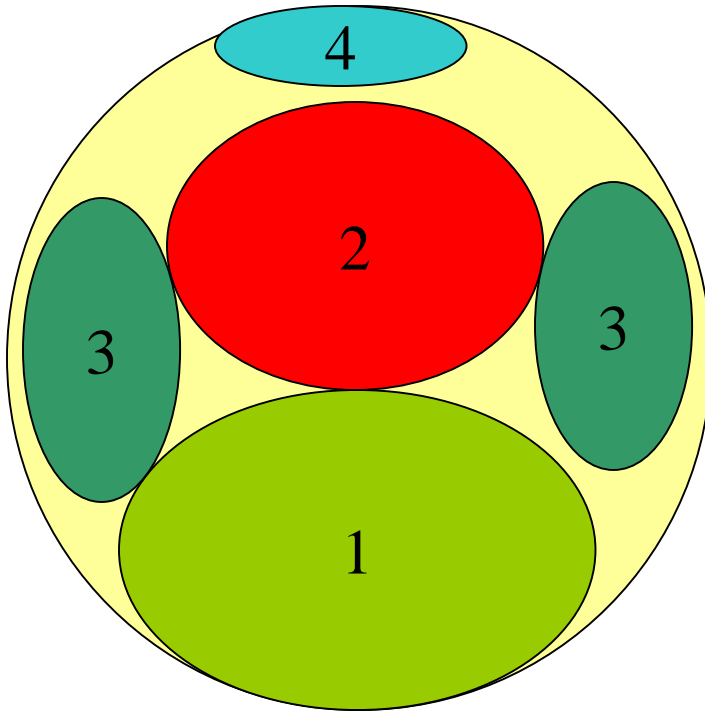
Near to Intermediate Environment Lenses



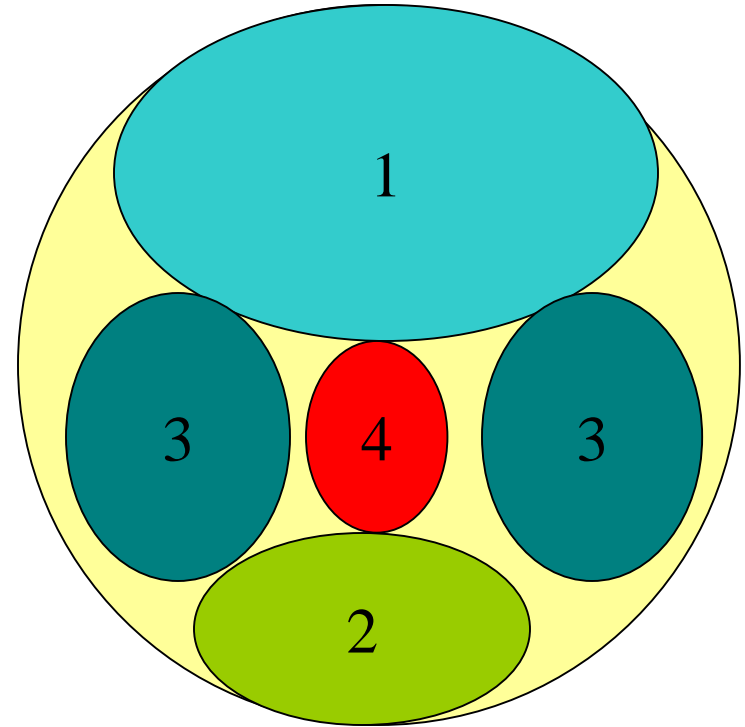
SHAMIR

COMPARISON

OFFICE DESIGN

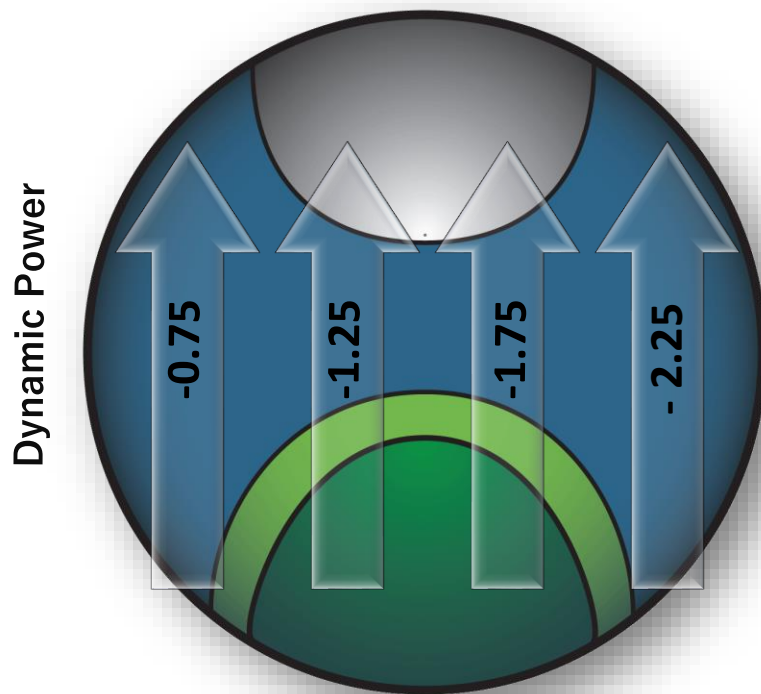


General Purpose PAL



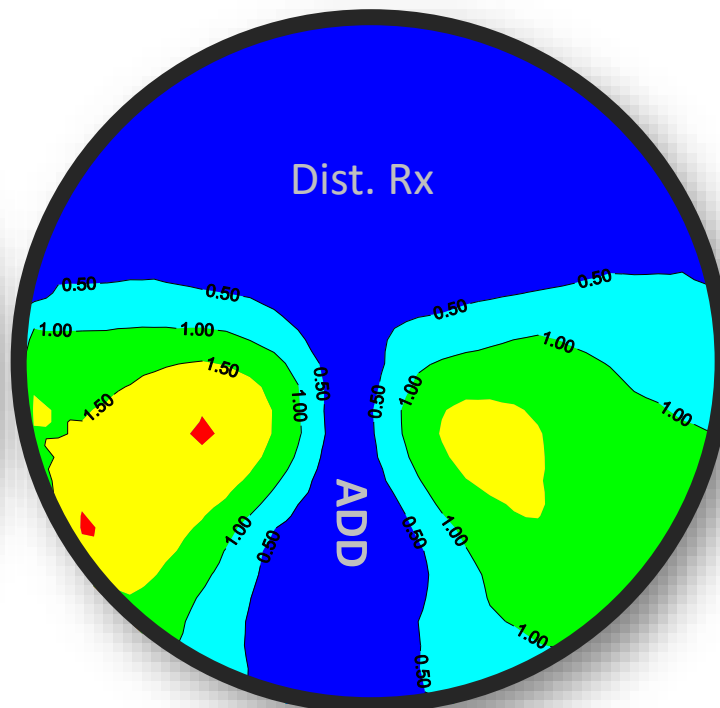
**OFFICE DESIGN PROVIDES MORE USABLE
AREAS FOR TASK SPECIFIC ENVIRONMENTS**

Occupational



Reading Rx

Progressive



Reading Rx

Fundamental Shift in Use of Vision

- Past:
Primarily distance vision
 - Today:
Intermediate/near
- Industrial – Informational
- Backs - Brains



Widespread Computer Use

- **Work, Home, School:**
 - 100 million in US – 50% of workday at a computer





Electronic Displays

- **Intermediate and Near:**
 - Smart phones and Tablets



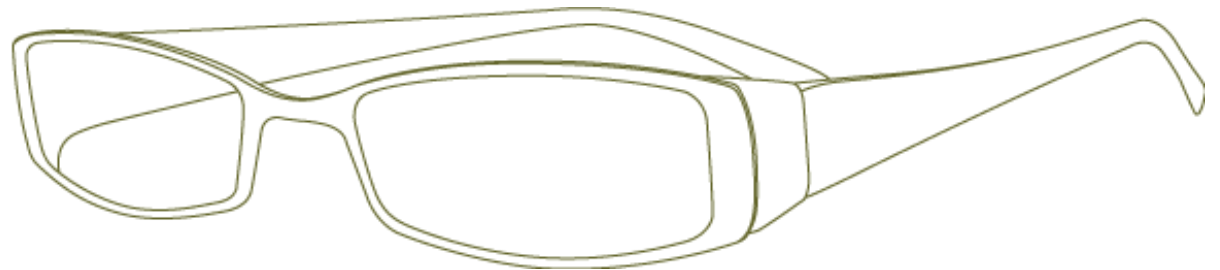


All Age Groups

- Young to not-so-young



Computer Vision Syndrome (C.V.S.)



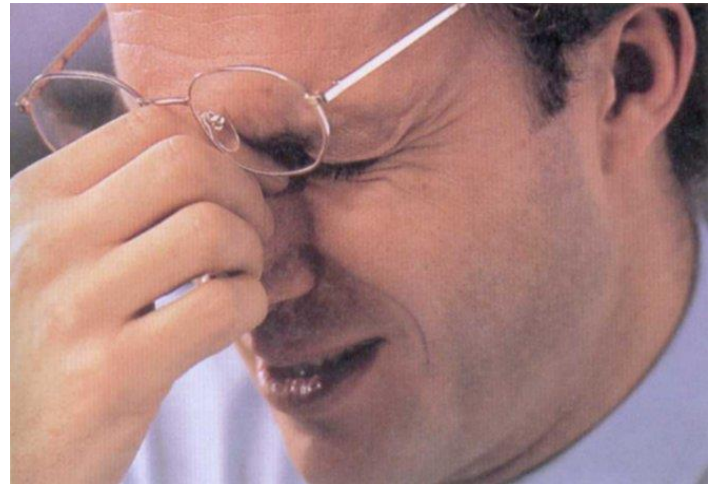
Computer Vision Syndrome:

➤ Definition:

- The orthopedic problems that result from prolonged muscle strain due to attempts to achieve optimal eye screen interaction.



- **Eyestrain**
- **Headaches**
- **Blurred Vision**
- **Burning or Red Eyes**
- **Neck Pain**
- **Light Sensitivity**
- **Dry Eyes**
- **Back Pain**
- **Sore or Tired Eyes**
- **Color Distortion**

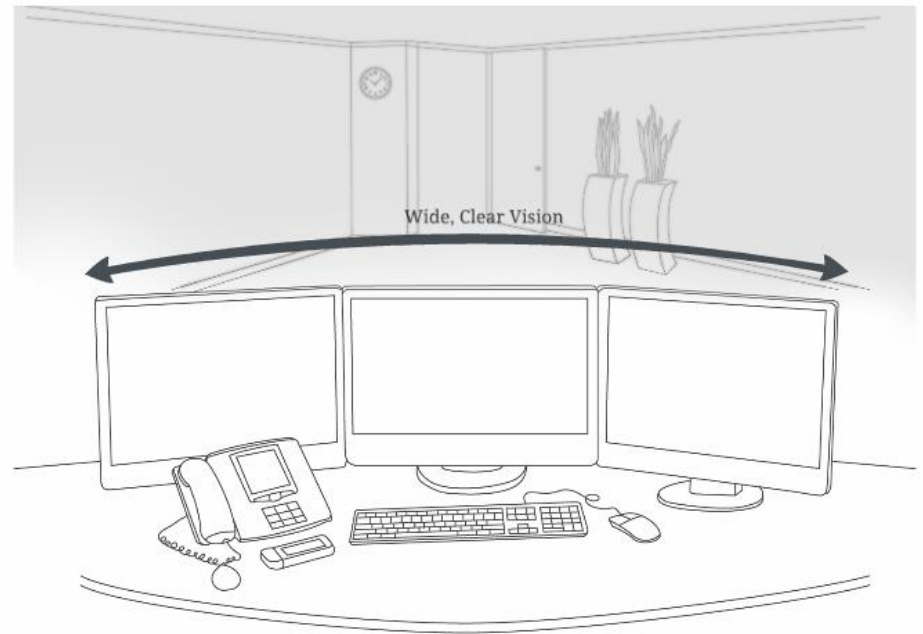


Stats...

Computer Vision Syndrome

Ex: Working Distance = 5 feet

There is a need for a visual solution in the workplace that alleviates the symptoms of CVS, while providing wide clear near vision (up to 5ft) for those patients predominantly working at a computer or whose task are performed with their immediate surroundings.



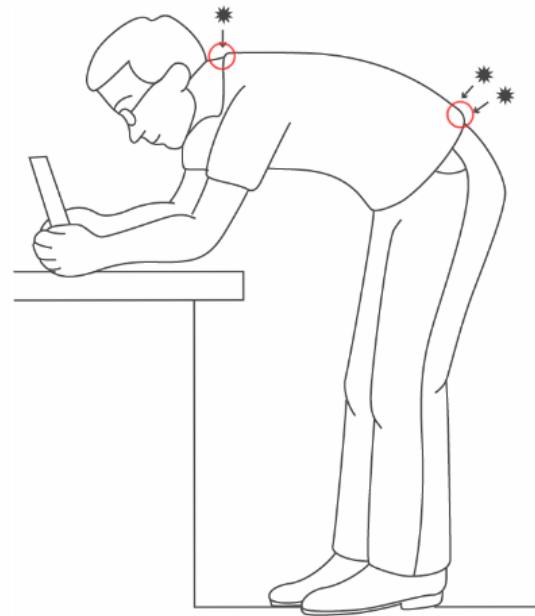
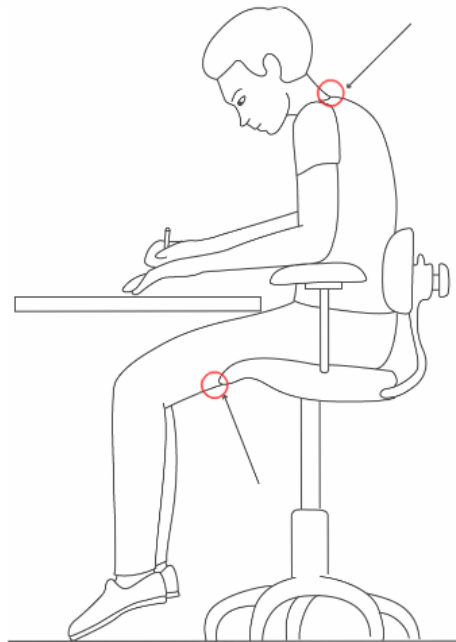
CVS & Ergonomics

- CVS brought awareness to the need of a visual solution in the workplace.
- It has brought to light the need for other Ergonomic visual designs not directly related with the computer.
- Those not working on a computer throughout the day must be aware of the need for a visual solution that provides Ergonomic comfort.

Ergonomics:

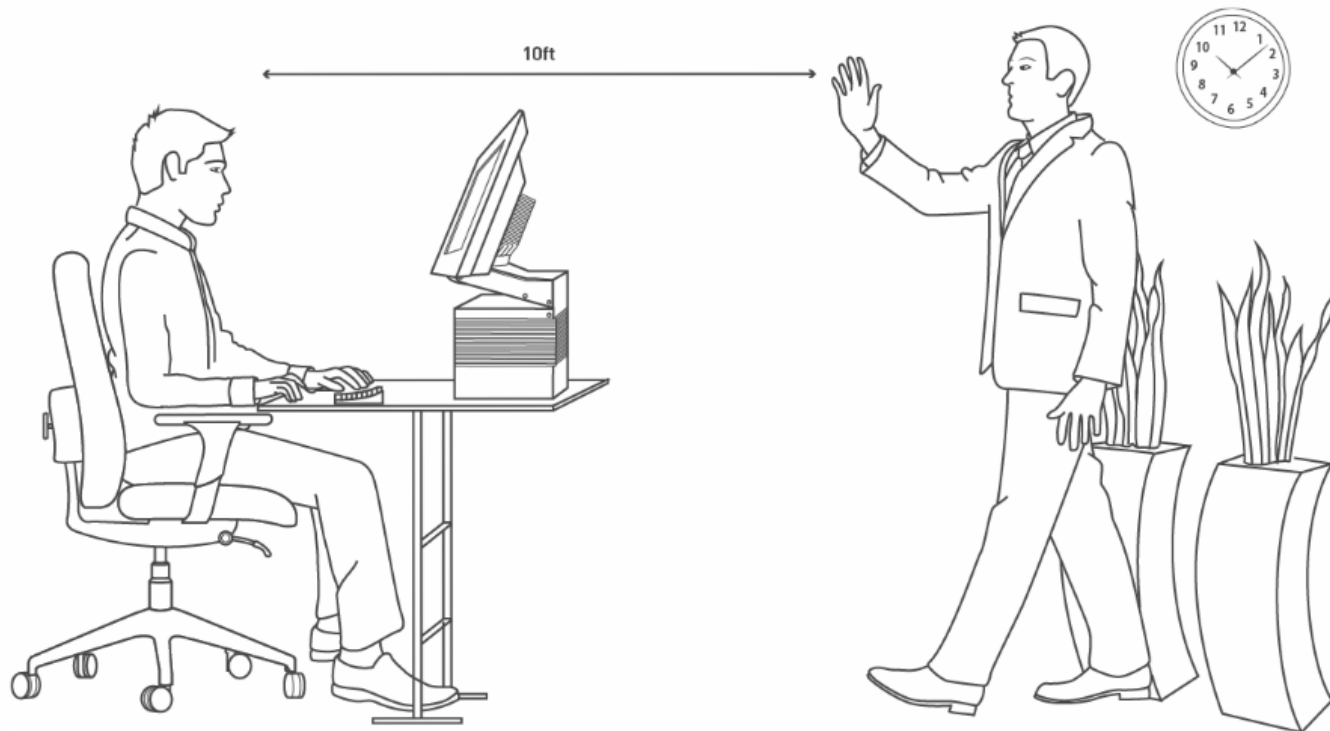
Definition:

The applied science of equipment design, as for the workplace, intended to maximize productivity by reducing operator fatigue and discomfort.



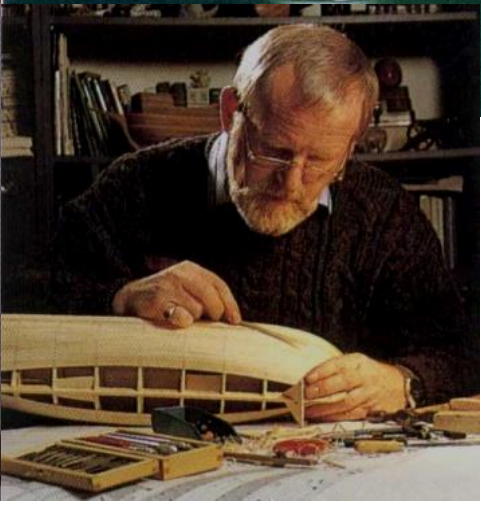
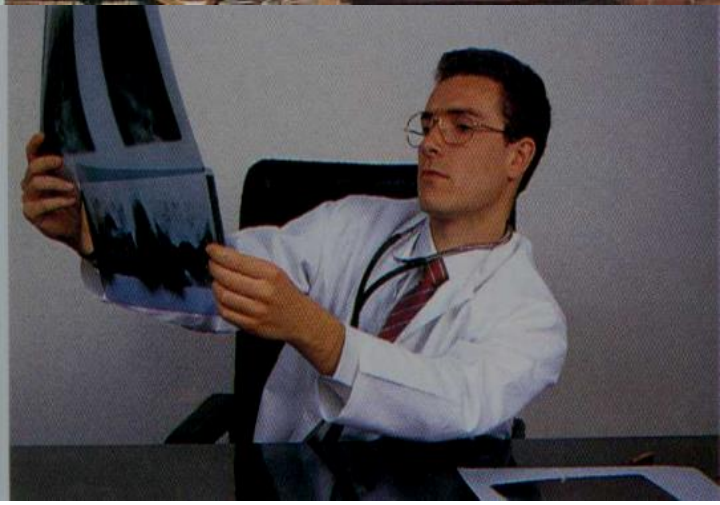
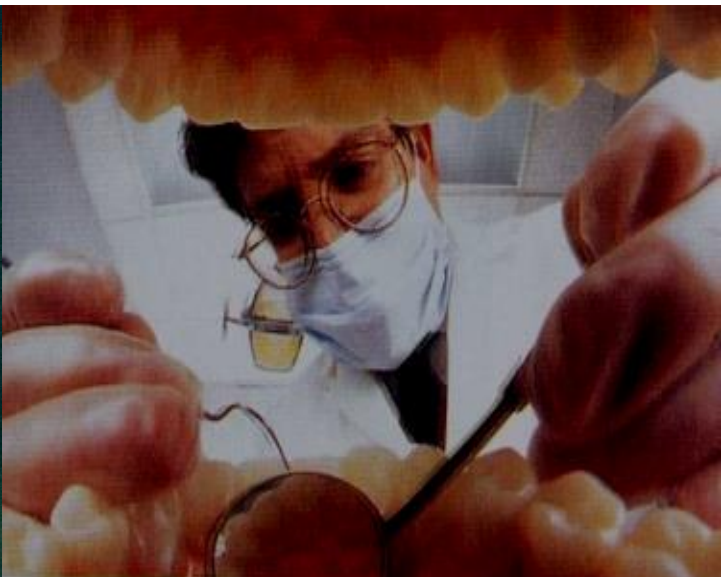
Ex: Working Distance = 10 feet

Addressing the need for an occupational solution providing a greater depth of vision in the workspace (up to 10ft), allowing clear near and mid distance vision, while addressing the need for an ergonomic visual solution.



No Matter What the Working Distance...

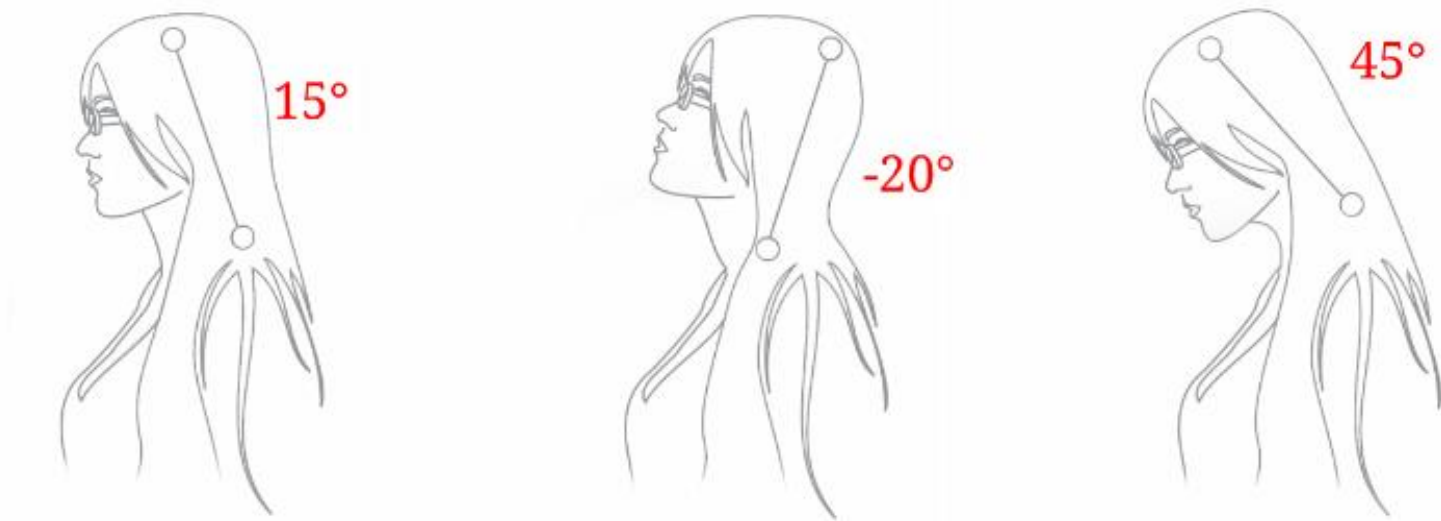






Benefiting Your Patient:

An Ergonomic Solution for Any Occupation:

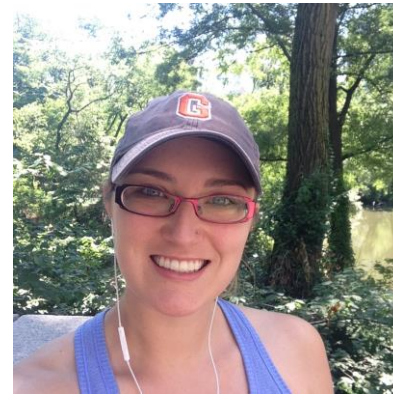


- Presbyopia computer no longer needed to lift their head to see out the bottom of their lenses, as with progressive lens designs.
- Patients using reading glasses no longer need to tip their head to peer over the top of their lenses.
- **Every** wearer of the new advanced **Occupational** lenses can hold their head and neck in a **natural comfortable** position while enjoying **perfect focus**.

- Offers a greater depth of field, up to 10ft.
- Allows movement within the workspace and sharp vision whether focus is on the desk or colleague across the room.
- Perfect for individuals who interact with others throughout the day.
- Ideal for performing close and mid-range tasks: Desk work, Computer, Greeting customers, Shipping/Receiving, Inventory management, etc.

- Offers a greater width but less depth up to 5 feet.
- Allows the widest field of view with less head movement .
- Perfect for tasks that involve long periods of up close work.
- Video editing, jewelry making, model making or data entry.

***CONVERSATION IS ESSENTIAL. YOU CAN'T REALLY GET TO
KNOW SOMEONE FROM A QUESTIONNAIRE***



YOU WON'T KNOW WHO THEY ARE UNLESS YOU ASK!!



The 2 steps for going from you need this to I want that. Or *Why won't they buy a computer pair when I know they need it!*

- The glasses need to address something that is important to the them not you.
- Since you really love cooking I have lenses that will make that easier and more enjoyable for you.
- Ok now you have my attention but don't try and sell me a cherry pitter for \$500

PERFECT CHERRIES EVERY TIME

Works Great for Bing and Rainier Cherries
As Well As Small and Large Cherries



- Sell me a smart phone. The ultimate multi-tasking device.
- Fully explain all of the ways I can use my new “cooking” glasses. Think of all the things I do at arms length and in where a wider intermediate would be helpful.
- Reading
- Crafting
- Computer use
- Gardening
- Home repair
- And many more



Thank you



SHAMIR