



FOR RELEASE March 31st, 2006

MEDIA CONTACT:

Saadia Mizrahi
Product Manager
E: csantamaria@shamirlens.com
P: 877-SHAMIR1
F: 877-285-4863

Shamir Sets Freeform® Free with Shamir Freeform family of products

Shamir introduces Shamir Creation™, patented design incorporating Freeform Optics™

Freeform Technology®, a registered trademark of Shamir Insight, Inc, is the most advanced and accurate technology lens manufacturing process. Using this technology, Shamir Optical engineers generate finished and create semi-finished lenses to the most stringent level of optical accuracy (1/100 diopters).

Debuting at Vision Expo East is the *Shamir Freeform® family of products*. Shamir Freeform capitalizes on patented technologies to deliver two forms of optical excellence:



Developed with patented Freeform Optics™, Shamir Creation® enables the most accurate prescription, six-times more accurate than standard manufactured PAL's^T. Shamir Creation, features an extended Base Curve selection (20% more than a leading competitor) to provide a flatter, cosmetically superior lenses (up to 40% flatter)

“Previous technology of Semi-finished PAL's required the use of molds. These molds have the inherent disadvantage of replicating the PAL design with as much error as 6/100

diopters.” Says Carmen Renschler, VP of Sales, Shamir Insight, Inc. “Freeform Design, enables the creation of a six-times more accurate semi-finished mold. As a result, patients enjoy a near-perfect rendering of the optical design” adds Renschler.

“As we continue to make semi-finished lenses based on the most advanced manufacturing capacities, Shamir is also leading the way in customized progressive lenses” comments Hilaire van der Veen, President. “By combining each patient’s unique requirements and Personalized Freeform™ technology each *Shamir Autograph* is a custom-made personalized lens created to the highest level of optical accuracy (1/100 diopters)” adds van der Veen.

Shamir Autograph’s backside design provides wider fields of vision (up to 20% compared to equivalent front side design) through all zones of the lens by bringing fields of vision closer to the eye. This concept is also known as the “keyhole” effect. Consider looking through a keyhole in a door. At a distance, you will only see a small area of the room, as you get closer you will achieve a wider panoramic view.

Shamir Insight Inc., headquartered in San Diego, Calif., was established in 1997. Serving as the American distribution center for Shamir Optical Industries, Shamir Insight specializes in the marketing of premium progressive and occupational lenses and distributes the extensive product line through Shamir’s ReCreating Perfect Vision® partnering optical laboratories. Shamir Insight’s national Account Executives are ABO-accredited speakers who present educational seminars to eyecare professionals across the United States. Shamir is a member of Vision Council of America and the Optical Laboratories Association, and supports VCA’s Check Yearly. See Clearly.SM program.

©2006 Shamir Insight Inc. All rights reserved. Shamir Insight is a subsidiary of Shamir Optical Industries. Shamir Autograph, Shamir Freeform and Freeform Technology are registered trademarks of Shamir Insight. Shamir Creation, Freeform Optics and Personalized Freeform are registered marks of Shamir Insight, Inc.