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Shamir Announces Additional Material Availability within Single Vision™ Line

Shamir releases Single Vision™ DLC™ Trivex™ (HC/UC) clear.

San Diego, CA – January 26, 2012 – Shamir announces the release of the newest material available for their Single Vision™ product line: DLC™ Trivex™ (HC/UC) clear. Shamir demonstrates their ongoing commitment to offer the most comprehensive material availability selection with the release of this new material.

Shamir's DLC™ Trivex™ single vision lens blanks are manufactured in Israel at one of their state-of-the-art plants and provide these additional benefits when compared to their current Single Vision Trivex™ offering:

- Available in a wider range of Base Curves
- Features increased center thickness from bases 0.50 through 6.00
- Bases 7, 8 and 9 consist of the same back curve as the nominal front curve, providing an excellent lens for wrap frames.

DLC™ Trivex™ also provides a lightweight lens with strength and durability as well as UV protection.

“It is our goal at Shamir to provide the market with the most superior products and materials. Each material offers the patient a different advantage and we are confident that our DLC™ Trivex™ offering will be a valued addition to our Single Vision™ product line,” said Matt Lytle, VP Sales and Marketing.

Shamir Single Vision™ blanks are compatible with all Freeform® designs, including Autograph II®. For more information regarding products, material availability or approved coatings, contact Shamir's Sales and Client Services department at 877.514.8330.

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Shamir Insight, Inc., is a fully owned subsidiary of Shamir Optical Industry, Ltd., an Israel-based company, which is engaged in the development, design and manufacture of premium progressive lenses and molds for the ophthalmic industry. Serving as the Sales & Marketing center for the USA, Canada, Central /South America and Mexico, Shamir Insight specializes in the marketing of premium progressive lenses under product brand names such as Shamir Autograph II®, Shamir Spectrum™, Shamir Element™, Shamir Relax™, Shamir Creation®, Shamir Piccolo®, Shamir Attitude® and Shamir Office™, the industry's leading occupational lens. Exclusively designed with proprietary, patented EyePoint Technology®, a groundbreaking software program that utilizes ray-tracing to compute optical properties and simulate human vision, this extensive product line is distributed through a network of over 300 Shamir ReCreating Perfect Vision® partnering optical laboratories. Shamir Insight employs a large national sales force of Account Executives, many of whom are ABO-accredited educators who speak on a variety of optical topics to Eye Care Professionals. Shamir Insight is a member of Vision Council of America (VCA), the Optical Laboratories Association (OLA) and is a participant of the AOA's Ophthalmic Council. The company was established in 1997 and is headquartered in San Diego, CA.

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