



Media Contact:

Mary Mulvey
Marketing Project Coordinator
(858) 444-3877
mmulvey@shamirlens.com

RELEASE DATE: March 16, 2018

Shamir Launches Brand New Website

Shamir introduces its new website with a modern interface and improved user experience

San Diego, CA – March 16, 2018 – Shamir Insight, Inc., innovation leader of premium Freeform® progressive and single vision lenses, announces the launch of its new website, www.shamir.com, featuring a refreshed, modern interface and improved user experience.

The launch of the new website marks Shamir’s first major website update since 2012. The new website features a fresh look and feel that modernizes the overall appearance of the website and enables visitors to find relevant information more easily and efficiently. In addition, the design aligns the website with Shamir’s overall brand, creating a consistent global message.

The website is now completely mobile responsive, allowing visitors to access relevant information on-the-go from any device with the same ease as accessing the website from a computer. This major update contributes to Shamir’s continuous effort to provide resources and information that are easy to consume.

“This is a tremendous opportunity for us to provide exceptionally helpful resources for eye care professionals in a way that is easy to access and navigate. We are eager for the community to explore the website and experience the unique design,” said Mark Becker, Vice President of Marketing and Strategic Partnerships.

To view Shamir’s new website, visit www.shamir.com.

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 for the ophthalmic industry. Serving as the Sales & Marketing center for the USA and Canada, Shamir Insight specializes in the marketing of premium progressive lenses under product brand names such as Shamir Autograph III®, Shamir Autograph II®, Shamir InTouch™, Shamir Spectrum +™, Shamir Element™, Shamir FirstPAL™, Shamir Golf™, Shamir Relax™, Shamir Attitude III®, Shamir Duo™, Shamir Computer™ and Shamir Workspace™, 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

Shamir Launches Brand New Website

extensive product line is distributed through a network of over 300 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 the Vision Council (VC). The company was established in 1997 and is headquartered in San Diego, CA.

###

©2018 Shamir Insight Inc. All rights reserved. Shamir Insight, Inc. is a subsidiary of Shamir Optical Industries. Shamir InTouch, FirstPAL, Golf, Computer, WorkSpace, Spectrum +, Element and Duo are trademarks of Shamir Insight, Inc. ReCreating Perfect Vision, Shamir Autograph III, Attitude III, Shamir Autograph II, Freeform Lens Technology and EyePoint Technology are registered trademarks of Shamir Insight, Inc.