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## **Shamir Releases Enhanced Autograph II+® Featuring New Digital Technologies**

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*Shamir introduces the release of its newest progressive Freeform® design*

**San Diego, CA – April 9, 2018** – Shamir Insight, Inc., announces the release of Shamir Autograph II+®, an enhanced lens that addresses everyday visual demands with the incorporation of two new digital technologies: Close-Up™ and Natural Posture™. The new design will be available beginning April 16, 2018.

An upgraded version of the Shamir Autograph II® design, Shamir Autograph II+® is a back-surfaced, digital Freeform® design that meets the everyday needs of today's presbyopes. Shamir Autograph II+® provides wide fields of view and a personalized Rx based on a patient's selected frame, utilizing As-Worn Technology™.

Shamir's new Close-Up™ technology adjusts the reading zone inset of the lens, allowing for a more comfortable visual experience for both reading and intermediate viewing. The adjustments are made in 0.1 mm steps within a range of 0 to 5 mm, to accommodate an individual's unique convergence during near viewing.

Natural Posture™ minimizes discomfort and allows for a more natural, ergonomic near viewing posture. This technology controls the location of the near viewing zone as a function of a plus or minus Rx, influencing both posture and head position.

"Shamir Autograph II+® is part of our initiative to continually evolve our tried and true designs, so we can ensure they always meet today's ever-changing visual needs and demands. The incorporation of Close-Up™ and Natural Posture™ allow for the lens to be tailored to every patient's prescription. We are pleased to offer this elevated design to patients seeking a personal lifestyle lens that will enhance their ergonomic and visual comfort when performing everyday tasks," said Mark Becker, Vice President of Marketing and Strategic Partnerships.

Shamir Autograph II+® will be available in variable and fixed designs, including 11mm, 13mm, 15mm, and 18mm fitting heights. Shamir Autograph II+® will be offered in 1.5 Hard Resin, DLC™ Trivex™, 1.56, NXT®, SuperLite™ 1.60, SuperLite™ 1.67, Polycarbonate, and SuperLite™ 1.74 in a variety of treatments.

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Shamir Autograph II+® provides another opportunity for practices participating in Shamir's RCPV® Rewards Program to earn points. ECP's will earn 2,250 points for each Autograph II+® pair dispensed. The design will be available to order through Shamir's network of partner laboratories beginning April 16, 2018.

If you have any questions or if you would like to request additional information about Shamir Autograph II+®, please contact your Shamir Account Executive or Shamir's Admin department at (877) 514-8330.

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 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. The company was established in 1997 and is headquartered in San Diego, CA.

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