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## **Shamir Autograph Intelligence™ - Designed to Match Your Visual Age™**

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*Shamir introduces the release of its newest and most advanced progressive lens design*

**San Diego, CA – September 27, 2018** – Shamir Insight, Inc., announces the release of **Shamir Autograph Intelligence™**, Shamir’s newest and most advanced lens design that adapts to the diverse needs of today’s presbyope. The new design will be available from a select group of validated Shamir Partner Laboratories on October 1, 2018.

Most progressive lenses today utilize a “one design” concept, which provides everyone with the same solution. To develop a lens that can adapt to diverse patient needs, Shamir embarked on an extensive research project using methods of Big Data and elements of Artificial Intelligence. This research revealed a correlation between patients’ visual needs and their Visual Age™, which refers to the physiological age of the eye (the required addition) and is generally correlated with the patient’s chronological age.

Shamir Autograph Intelligence™ takes visual diversity into account to provide the right optical solution for patients at every Visual Age™, without the need for questionnaires or time burdensome applications. Shamir Autograph Intelligence™ is supported by three new technologies, all developed by Shamir. The new breakthrough technologies are Eye-Point Technology AI™, Continuous Design Technology™, and Visual AI Engine™.

- **Eye-Point Technology AI™** utilizes Head Eye Integrative Movement software to see exactly where in the lens patients look, along both the vertical and horizontal meridian, when they perform tasks in the various visual zones.
- **Continuous Design Technology™** integrates research findings with patient habits and visual needs to provide a seamless lens for every Visual Age™. This allows the patient to comfortably move from one add to the next without any adaption concerns.
- **Visual AI Engine™** applies elements of Artificial Intelligence that mimic human intelligence. It makes go/no-go decisions based on predefined rules, and the output ensures uniform and controlled planning for any combination of parameters with extreme accuracy for each new lens design.

## **Shamir Autograph Intelligence™ - Designed to Match Your Visual Age™**

“Shamir dedicated a tremendous effort toward perfecting Shamir Autograph Intelligence™. This design harnesses cutting-edge technologies that allow for the creation of truly personalized lenses that better address the visual needs of today’s presbyope. Our team has created a design that is unlike any progressive currently available and will open the door for Shamir to push forward the continuous evolution of a design concept that will impact the industry for years to come,” said Mark Becker, Vice President of Marketing and Strategic Partnerships.

Shamir Autograph Intelligence™ will be available in variable and fixed designs, including 11mm, 13mm, 15mm, and 18mm fitting heights, in the full range of materials offered by Shamir.

Shamir Autograph Intelligence™ provides another opportunity for practices participating in Shamir’s RCPV® Rewards Program to earn points. ECPs will earn 3,525 points for each Shamir Autograph Intelligence™ pair dispensed.

A list of current Shamir Partner Labs who have passed the validation process is referenced on Shamir’s website. This list is updated periodically, so please reference [shamirlens.com](http://shamirlens.com) for the most up-to-date directory. If you have any questions or if you would like to request additional information about Shamir Autograph Intelligence™, 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 Intelligence™, 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 (VC). The company was established in 1997 and is headquartered in San Diego, CA.

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