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Shamir Launches Autograph Intelligence™ Microsite

Shamir introduces a microsite for its newest progressive lens design, Autograph Intelligence™

San Diego, CA – October 16, 2018 – Shamir Insight, Inc., innovation leader of premium Freeform® progressive and single vision lenses, announces the launch of its microsite, www.ShamirAutographIntelligence.com, an online resource for its newest progressive lens design, Autograph Intelligence™.

Shamir launched the microsite with the goal of providing comprehensive product information and resources about its newest progressive lens design. Visitors can easily access educational resources, product information, peer reviews, and other materials, all in one place.

The microsite provides an in-depth look into the research Shamir performed to create Autograph Intelligence™ and explains the features and technologies that make up the lens. Various resources are available for ongoing education, including product literature, videos, an extensive whitepaper, technical information, and detailed material and treatment availability documents.

In the coming months, the microsite will be updated with self-learning presentation clips, which will provide the Eye Care Professional a quick and easy way to view the highlights of the lens.

“We developed the Shamir Autograph Intelligence™ microsite with the goal of creating a central place where Eye Care Professionals can easily access resourceful information surrounding Shamir’s most innovative progressive design,” said Mark Becker, Vice President of Marketing and Strategic Partnerships.

To view Shamir’s new microsite, visit www.ShamirAutographIntelligence.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 Intelligence™, Shamir Autograph III®, Shamir Autograph II®, Shamir InTouch™, Shamir Spectrum +™, Shamir Element™, Shamir

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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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