



Media Contact:

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

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Shamir Releases Augmented Reality Mobile App

Shamir announces the release of its Augmented Reality mobile app on the Apple and Google Play Stores

San Diego, CA – October 26, 2018 – Shamir Insight, Inc., innovation leader of premium Freeform® progressive and single vision lenses, announces the release of its Shamir Augmented Reality mobile application, now available for download on the Apple and Google Play Stores.

The release of the new mobile application marks Shamir’s commitment to create technologically advanced resources that Eye Care Professionals and consumers can use to learn more about its lenses. Augmented Reality is a technology that superimposes a computer-generated image on a user’s view of the real world, thus providing a composite view. Shamir Augmented Reality is a fun, interactive app that brings 3D animations and optical education to life through the camera lens of a mobile device.

The app currently features Shamir’s newly released Autograph Intelligence™ design, and in the future will provide a general understanding of various solutions Shamir offers for Eye Care Professionals and their patients.

“This is a groundbreaking way to provide lens education in our industry, and we are thrilled for Eye Care Professionals and their patients to experience augmented reality’s impact. It is a great way to learn, because it is educational and entertaining at the same time,” said Mark Becker, Vice President of Marketing and Strategic Partnerships.

To download the application, search “Shamir Augmented Reality” in either the Apple or Google Play Store. A tracker card can be downloaded from Shamir’s website and is needed to run the augmented reality experience.

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

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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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