

For Immediate Release

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NuEyes and New England Low Vision & Blindness Announce Exclusive Partnership to Sell NuEyes

Worcester, MA (May 23, 2016) – NuEyes, a pioneer in the field of low vision technology, and [New England Low Vision and Blindness \(NELV&B\)](#), New England's largest supplier of low vision and blindness assistive devices, today announce an exclusive partnership to bring [NuEyes](#) wireless, wearable CCTV headset to visually impaired users across New England.

NuEyes is the newest head-mounted, hands-free wearable technology that makes CCTV and text-to-speech capabilities available in an easy-to-use headset about the size of a pair of sunglasses. NuEyes featuring ODG smartglasses magnify (up to 12x) and display enhanced versions of anything that a user looks at.

NuEyes and New England Low Vision and Blindness' shared vision for this partnership is to give people with vision loss in New England access to wireless hand-free magnification technology that can be used anywhere to increase their mobility, independence and quality of life.

Before NuEyes, people with vision loss had to rely on heavy desktop magnifiers that offer great magnification but no portability, or they had to use handheld devices that were portable, but lacked stability and kept their hands tied up with holding and maneuvering the device.

For years, Mark Greget, Chief Executive Officer and Founder of NuEyes, heard people with vision impairments ask for magnification technology to be put into a pair of glasses, until finally he decided to build a solution on the ODG Smartglasses platform.

NuEyes wearable technology is the first and only magnification device that is completely wireless, hands-free and mobile so users can have magnification and complete freedom without having to stop and fiddle with bothersome wires and control buttons.

NuEyes uses an HD (High Definition) digital camera mounted on the center bridge of eyeglass frames to stream images to built-in 3D stereoscopic HD display lenses. The full HD camera can shoot 1080p resolution at 60 frames per second. The camera image is projected onto the frame-mounted displays. NuEyes enlarges and enhances images captured by the camera on the inside of the glasses' lenses to help people with vision loss see better.

"We are thrilled to exclusively offer this cutting-edge technology to people with vision loss in New England," says Scott Krug, President of New England Low Vision and Blindness. "NuEyes is a pioneering solution for wearable mobile wireless magnification. There is nothing like it on the market."

NuEyes uses technologies originally designed by ODG (Osterhout Design Group) for military use. These smartglasses are a visual prosthetic that combines NuEyes' lenses and proprietary software with ODG's augmented reality (AR) R-7 smartglasses to enable people with severe vision loss to see again.

When most people think of augmented reality smartglasses, they typically think of online gamers or even the military with highly specialized glasses to help them perform high risk missions. NuEyes takes this technology and applies it to the specific needs of people with low vision.

More than just magnification glasses, NuEyes featuring ODG smartglasses has a complete on-board Android computing system that can be upgraded and expanded. NuEyes can connect to Wi-Fi for internet browsing, email and social media—all displayed directly onto the headset. This system also features an Apps store where users can download apps and customize their device to their specific personal needs.

New England Low Vision *and Blindness*

Today's announced exclusive partnership builds on New England Low Vision and Blindness' growing presence and known reputation for experienced professionals, a comprehensive array of [low vision aids](#) and on-going customer service to the low vision and blindness community across New England.

"We are excited to partner with New England Low Vision and Blindness. It was a clear choice," says Greget. "New England Low Vision and Blindness brings a lot to the table. They are the go to source for low vision aids in New England, they maintain great customer service and they genuinely care for low vision users."

New England Low Vision and Blindness is a full-service technology and training company that provides low vision and blindness products and training services to people who are blind and visually impaired and to the professionals who serve them throughout New England.

This partnership is part of a six-month growth trend by New England Low Vision and Blindness that has included the acquisition of Vision Dynamics (making NELV&B New England's largest provider of low vision and blindness aids and training services), obtaining partnerships with Freedom Scientific and AiSquared, opening a new location in Shelton, CT with a [Low Vision Rehabilitation Clinic](#) and hiring a Doctor of Optometry and additional employees.

New England Low Vision and Blindness is headquartered in Worcester MA with a second location in Shelton, Connecticut and has been a family-owned and locally operated low vision and blindness distributor since 2009.

NuEyes is a veteran-owned business that is headquartered in Newport Beach, California with more than 13 years combined experience bringing low vision technology to people with vision impairments.

"Our goal with this partnership is to get NuEyes visual prosthetics into the hands of every blinded veteran and every person in New England suffering from vision loss to help them see and live independently again," says Greget.

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About New England Low Vision and Blindness

[New England Low Vision and Blindness \(NELV&B\)](#) is New England's one-stop solution to all blindness and low vision technology needs, providing assessments, products delivered direct to door and training services, enabling people who are blind and visually impaired to live independently. For more information, email: info@nelowvision.com

About NuEyes

[NuEyes](#) is a veteran owned business dedicated to serving the technology needs of the visually impaired. Based in Orange County, CA, NuEyes is excited to bring such an advanced product to market that will leapfrog the technology currently available for someone dealing with legal blindness. With the leadership of NuEyes having over 13 years of combined experience in this space, we understand what it takes to successfully bring a new product to market. NuEyes is disrupting this industry by offering a product that can easily be dispensed through the offices of eye care professionals as well as the traditional distribution network. For more information, email: info@nueyes.com