

Press Release March 2019

FOR IMMEDIATE RELEASE

March 2019 (Sarasota Florida, USA, Tokyo, Japan)

MITSUI CHEMICALS TOUCHFOCUS™ EYEWEAR EXPANDS ITS SALES TO ALL OF JAPAN AFTER A SUCCESSFUL PRODUCT LAUNCH IN TOYKO, UTILIZING eVISION PATENTED TECHNOLOGIES.

TouchFocus™ Next Generation Eyewear expands its market share, including offering an expanded product base that now includes titanium frames into all of Japan with enhanced features backed by eVision Optics patented technology.

Mitsui Chemicals TouchFocus™ eyewear is now expanding its retail base moving into retail locations to cover most of Japan. “With designs featuring the “flowing line” design created in collaboration with world-renowned design firm IDEO, the innovation and design are opening up the marketplace utilizing the eVision Optics intellectual property license”, Joel D. Zychick, President & CEO e-Vision.

Award Winning Design

The announcement of expansion follows TouchFocus™ Next Generation Eyewear being awarded the 2018 Good Design Award (Organized by the Japan Institute of Design Promotion).

Good Design Award Evaluator’s Comment (Best 100*)

TouchFocus™ was awarded a high evaluation for several reasons. It fundamentally improves the usability of progressive lens by harnessing the power of electricity. Furthermore, all necessary components fit into the frame without interference to the wearer - weighing roughly the same as conventional eyewear. By doing so, the newness of the technology was not overly emphasized. The fact that the frame lineup includes a wide variety of shapes, sizes and materials was also evaluated highly. Overall, the product feels natural, and future wearable devices would do well to take note of the design put forth here. We are looking forward to see how the product is further developed in the future.

TouchFocus™ technology to be available in Titanium Frames

Mitsui Chemicals also announced they will expand the lineup of TouchFocus™ next generation eyewear by introducing a new series of titanium frames. Mitsui Chemicals, Inc. partnered with one of Japan’s leading metal eyewear frame manufacturers. The soon to be offered frames will be available in different frame colors to include, blue, green, brown, black, and gunmetal. Titanium, with its excellent durability and outstanding aesthetic properties, allows for a thin and visually attractive titanium frame for TouchFocus™. The frames include a one-of-a-kind flat cable, an ultra-thin insulation piece and other parts, specifically designed for the titanium series of TouchFocus™ eyewear that utilizes eVision’s patented electronic wearable frames.

To experience this and other e-Vision technologies please visit our website, www.evisionoptics.com

For licensing or joint venture information please contact,

Contact: jz@evisionoptics.com

*<https://www.g-mark.org/award/describe/47002>