

Introducing

Glacier Expression™



and Updating

Autograph Intelligence™



shamir



IT'S CLEAR.
IT'S YOU.

Shamir **Glacier Expression™**

The new premium coating that makes you see, look, feel and connect better

Let's face it. Our world has experienced dramatic changes over the last few years. One of the biggest? How we relate to one another. While this has heralded an astonishingly quick adoption of digital communication into our personal and professional lives, it has also disrupted our abilities to emotionally connect with one another.



SEE BETTER

Improved contrast sensitivity and light transmittance for the clearest, sharpest vision

We inherently use our whole body when communicating face-to-face. We interpret body language and posture, speak with our hands, and use expressive facial gestures. Through a system of complex and oftentimes subtle visual cues, we use our entire face to convey meaning. Shamir recognizes this natural gift, plus how increased digital, on-screen communications have shifted the focus onto our face, and especially our eyes.

Every day, we're using screens a lot more than before. And, the first thing people see is our eyes.

Uncompromising visual clarity & detail with **+25% improvement*** in contrast sensitivity

With reflectance on lens surfaces down to a minimum, light transmittance at all wavelengths is increased, especially those to which the eye is most sensitive. The improvement in contrast sensitivity ensures outstanding sharp vision and detail resolution.

*Than standard AR coating

~50% of wearers* achieve significantly accelerated reaction times

The sharper your vision, and the better you can see detail, the faster your response time. Superior contrast sensitivity translates to fast reaction times in daily activities and can even improve vision while driving, especially at night.

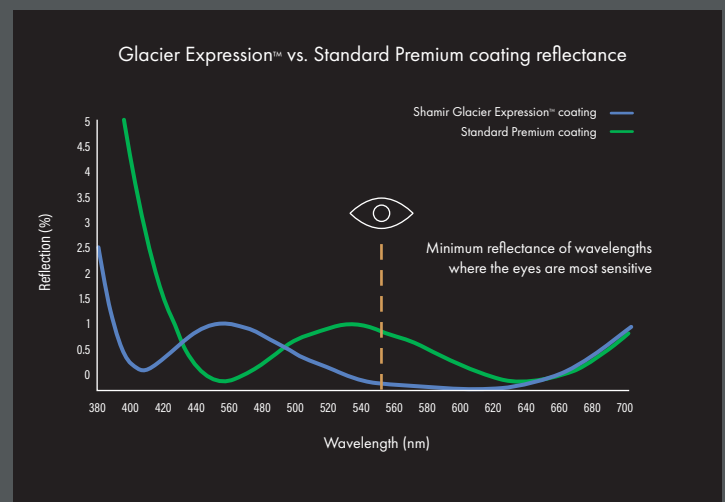
*Based on clinical research conducted at Shamir.

Improved aesthetics and up to **70% more reduction of reflections*** from the light to which our eyes are most sensitive

The result of extensive research and development, Shamir Glacier Expression™ raises the bar by utilizing a greater number of layers, while retaining similar thickness and durability. This enables it to regulate those specific light wavelengths to which the human eye is most sensitive and to achieve enhanced control over reflectance.

The result: Drastically minimized reflections, reduced obscurement of the eyes, and increased aesthetic appeal.

*Than standard premium coating



SHAMIR GLACIER EXPRESSION™ & AUTOGRAPH INTELLIGENCE™

A CUTTING EDGE SOLUTION THAT HELPS YOU CONNECT EMOTIONALLY

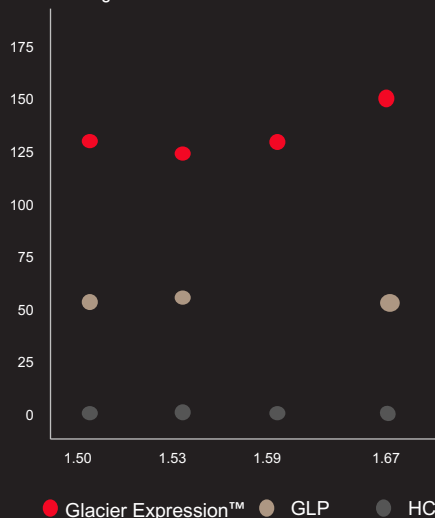
A hallmark of how we feel about ourselves is deeply rooted in how we present to others. Of late, we have been increasingly doing so digitally, which only tells a small part of our visual story. We are mostly limited to how we look from the shoulders up, with the focus squarely on our eyes. This means we need to look our absolute best to really feel good about ourselves and how others perceive us.

Simply put, we need clear eye contact to create strong visual connections.

Shamir recognizes this and spearheaded development of a two-part response: **Glacier Expression™**, an innovative anti-reflective formula, plus a huge update to **Autograph Intelligence™**, our award-winning lens and design.

SNR Ratio Comparison

Higher SNR = More Comfortable Vision



LOOK BETTER

Enjoy comfortable vision with
minimized visual noise

Shamir Glacier Expression™ coating lowers visual noise and increases the SNR (Signal to Noise Ratio) which indicates how clearly you see versus the visual noise around you.

Increased SNR can help reduce fatigue and eye strain, help others see your eyes better, and provide a more comfortable visual experience throughout the day.

FEEL BETTER

Glacier Expression™
Powerful anti-reflective
properties

Standard Premium
coating

Because we rely so heavily on vision when communicating, the biggest barrier to pronounced, meaningful, and emotional connectivity is anything that obscures our eyes or lenses. Distractions like glare and **ScreenFlections™** are also relevant in the digital space, where our head and eyes become the focus for those to whom we are trying to relate. Knowing others can trust, focus on, and connect with us in a more meaningful way...it just makes us feel better!

Glacier Expression™, especially when paired with **Autograph Intelligence™**, effectively removes communication-centered impediments to our relationships.

Shamir invited over 100 eyecare professionals around the world to try **Glacier Expression™** (without being given details of its properties) and compare it to coatings they had previously been using. Without exception, ALL chose **Glacier Expression™** as the clear winner.

Satisfaction
from clarity

98%

Satisfaction while
driving

99%

More comfort

100%

Would recommend to
customers

98%

Overall
satisfaction

96%

Quality



9.38/10

AR performance



4.83/5

Aesthetics of the coating



4.82/5

Ease of cleaning

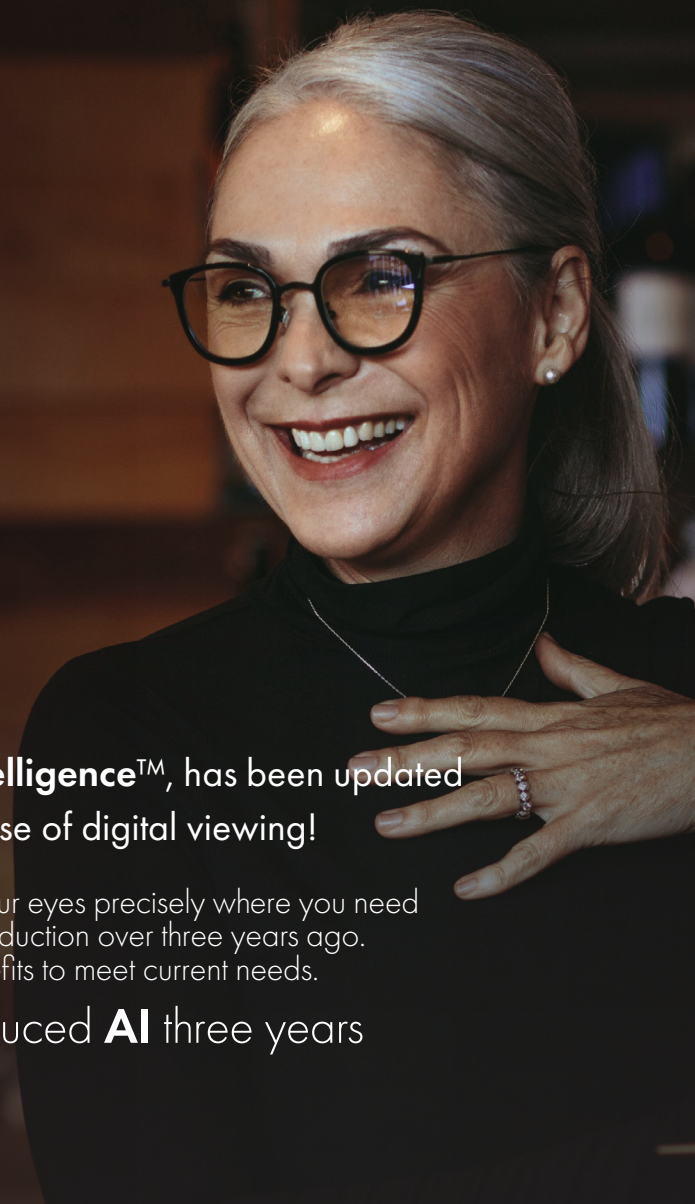


4.73/5



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THE UPDATED AUTOGRAPH INTELLIGENCE™ EVOLVING DIGITALLY WITH YOU!



Our flagship progressive lens, **Autograph Intelligence™**, has been updated to meet the visual needs of today's increased use of digital viewing!

The **Autograph Intelligence** lens design helps focus your eyes precisely where you need them to be at all times. Things have changed since its introduction over three years ago. Using data gathered since then, we've enhanced its benefits to meet current needs.

We made a big splash when we introduced **AI** three years ago, and we're still making waves.



Optimal user experience

Easy entry and quick adaptation to progressive lenses



Natural vision

Instantaneous sharp focus at any distance; smooth transition between vision zones



Tailored for balanced visual performance

For any visual need, any visual age



High precision personalization

Constant input of latest scientific data, with Artificial Intelligence analysis



New: significantly enhanced digital support

for any virtual application, for eyeglass wearers of any age

DESIGNED TO EVOLVE

Shamir's award-winning **Autograph Intelligence** is the first lens design incorporating elements of Artificial Intelligence, based on big data. This premium progressive design offers a unique solution. Based on continuous research, it optimally matches visual age with visual needs.

OUR COMMITMENT TO YOU: ALWAYS EVOLVING TO ADDRESS CHANGING NEEDS

You always get a highly advanced and precisely tailored progressive lens with **Autograph Intelligence**. A design that's capable of learning from and incorporating a constant flow of new data, it is constantly staying ahead and evolving to meet wearers' ever-changing visual needs.

NEW RESEARCH INSIGHTS

Ongoing AI-based research involves huge data input from thousands of participants worldwide.

EVOLVING TECHNOLOGIES

State-of-the-art **Autograph Intelligence** technologies have been used to develop this new lens.

UPDATED & ENHANCED

The advanced Autograph Intelligence progressive lens is ideally adapted to today's visual needs, ensuring optimal personalization by visual age.

GLACIER EXPRESSION™

&

AUTOGRAPH INTELLIGENCE™

BETTER TOGETHER

Ground breaking AR & A Progressive Lens Design That Just Won't Quit.

At Shamir, we want you, our ECPs, to constantly develop, keep customers satisfied, and stay ahead of the competition. Pairing **Glacier Expression™** with **Autograph Intelligence™** helps you do that... with your customers, and for them, too.

Now you can sell a super-advanced, state-of-the-art protective coating that includes all the benefits of our scratch-resistant, anti-static formula in combination with an industry-leading progressive lens design.

Your patients will enjoy enhanced vision across every visual field, together with an optimal digital user experience. With no **ScreenFlections™**, they will truly be able to express themselves!

GLACIER EXPRESSION™ & AUTOGRAPH INTELLIGENCE™

PERFECT FOR THE WORLD WE LIVE IN RIGHT NOW



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