

FOR IMMEDIATE RELEASE

Eyenavigation Announces the Release of Eyenavigation Hi-Vex™

PITTSBURGH, Pennsylvania (February 21, 2012) – Eyenavigation, Inc., a company focused on innovative consumer products for the optical service industry, announces the release of the “Eyenavigation Hi-Vex™” lens product.

Eyenavigation Hi-Vex are semi-finished lenses capable of being surfaced by optical labs for multiple lens applications. Named for the lens material Hi-Vex™, Eyenavigation Hi-Vex semi-finished lenses are ideal for surfacing jobs ranging from high cylinder single vision prescriptions to digitally surfaced lenses utilizing the latest free form designs. Eyenavigation Hi-Vex can also be surfaced to 0.8mm at the edge making it the only prescription lens material for free form add powers utilizing the Chemistrie™ Magnetic Lens Layering System.

Hi-Vex has excellent tensile strength combined with strong optics (46 ABBE value) making it an ideal lens material for drill mounts and frames requiring grooved lenses. Eyenavigation Hi-Vex has a refractive index of 1.56 and is recommended for powers ranging from -6.00 through +4.00. These semi-finished lenses are available in base curves of 0 and 2 through 8.

Eyenavigation Hi-Vex lenses are made from the same material as the highly successful Chemistrie+™ finished reader lenses already sold by Eyenavigation. Now labs will be able to fully leverage their digital surfacing capabilities by offering free form lens designs made from Eyenavigation Hi-Vex and surfaced to a 0.8mm edge thickness, making the lens perfect for the Chemistrie Magnetic Lens Layering System. Eyenavigation Hi-Vex surfaced to a 0.8mm thickness for use as a Chemistrie layered lens will be marketed by Eyenavigation under the product name “Progressive On Demand”.

“We believe our Eyenavigation Hi-Vex lens product will be a big hit with labs and retailers as it represents a great value for the patients” commented Joseph Zewe, CEO of Eyenavigation. Dennis G. Zelazowski, Chief Innovation Officer of Eyenavigation added, “Eyenavigation Hi-Vex is the lens material that will allow optical labs to take full advantage of their digital surfacing technology and overcome the weaknesses associated with other lens materials.”

The chart below compares Eyenavigation Hi-Vex with other lens materials for refractive index, ABBE value, and specific gravity.

Material	Index	ABBE Value	Specific Gravity
Hi-Vex	1.56	46	1.25
Trivex	1.54	43	1.11
Polycarbonate	1.59	31	1.20
1.74	1.74	33	1.47
CR-39	1.49	58	1.32

ABOUT EYENAVIGATION, INC. – Eyenavigation, Inc. is the developer of innovative products for the optical industry. Under the brand name, Chemistrie™, Eyenavigation sells its patented Magnetic Lens Layering System series of products that eliminate the challenges typically associated with clip-on eyewear. Eyenavigation’s products are sold to consumers at over 2,000 optical retailers nationwide. For more information, visit www.eyenavigation.com.

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