

FOR IMMEDIATE RELEASE

Eyenavision Brings Mass Customization to the US with Roger Bacon Eyewear

PITTSBURGH, Pennsylvania (June 27, 2016) - Eyenavision, Inc. is pleased to announce the launch of Roger Bacon Eyewear, the world's first made to measure 3D printed eyewear collection, at the 2016 American Optometric Association Optometry's Meeting on June 29, 2016.

Based in the Netherlands, Roger Bacon Eyewear is custom made using an iPad based scanning system. The resulting scan provides precise facial dimensions that are used to design and manufacture a pair of glasses on an advanced 3D printer. Thanks to Eyenavision, this groundbreaking technology will now be available for sale through independent optical retailers throughout the United States.

Customers can choose from over 20 frame shapes, each available in 10 colors; they can preview any frame in the collection using the Roger Bacon custom visualization unit. The unit's LCD display shows the patient's precise image in any frame available in the collection. New frame designs will be continuously added to the collection and are automatically downloaded to the iPad and visualization unit.

With Roger Bacon, inventory carrying costs are eliminated as each frame is custom made to order. ECPs will no longer experience costly frame buy-ins and exchanges of poor selling frames. Individual frame orders are easily placed from the iPad using Roger Bacon's cloud based ordering system.

Joseph Zewe, CEO of Eyenavision says, "We are thrilled to roll out the Roger Bacon Eyewear system in the US. Never before has custom made eyewear been available on this scale." Mr. Zewe added, "Roger Bacon represents an amazing step forward as we introduce mass customization to eyewear. Similar to our Chemistrie lens layering system, Roger Bacon represents technology that will be a perfect fit for independent optical retailers looking to distinguish themselves by offering superior products."

Eyenavision Inc. is a technology based eyewear company whose products include the patented Chemistrie Lens Layering System.

Roger Bacon Eyewear is a Dutch company that is committed to using digital manufacturing technologies to produce eyewear that is both beautiful in design and custom fitted to the individual's biometrical features.

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