

FOR IMMEDIATE RELEASE

## **Eyenvision Announces New 3-D Lenses for Its Chemistrie Magnetic Lens System**

PITTSBURGH, Pennsylvania (December 30, 2010) – Eyenvision, Inc., a company focused on innovative consumer products and software-as-a-service for the optical service industry, announces the release of the “C3-D” lens for its patented Chemistrie Magnetic Lens Layering System.

Eyenvision’s 3-D lenses enable all prescription lens wearers to easily view today's three dimensional media through their existing prescription eyewear. They will be marketed as C3-D and will be available through Eyenvision's vast network of certified optical laboratories and retailers.

Eyenvision's C3-D lenses utilize passive circular 3-D lens technology, making them compatible with nearly all 3-D films and the next generation of passive 3-D televisions and computers. By utilizing the Chemistrie Magnetic Lens System, almost any pair of prescription lenses can be converted to 3-D lenses by simply "clicking on" a pair of C3-D lenses. The Chemistrie Magnetic Lens System matches the shape and base curve of the C3-D lenses to the prescription lenses providing both a stylish look and seamless fit.

Joseph Zewe, CEO of Eyenvision comments, “We are continually receiving requests from our customers for 3-D lenses that can be layered over their prescription eyewear. We believe our C3-D lenses will be a big hit with our customers.” Dennis Zelazowski, Chief Innovation Officer and inventor of the Chemistrie Magnetic Lens System added, “The C3-D lenses are a lens product that is a perfect fit for Chemistrie and is an excellent complement to our sunlens product. We plan to continue to introduce lens products that can be layered over prescription eyewear utilizing the Chemistrie Magnetic Lens System.”

**ABOUT EYENAVISION, INC.** - Eyenvision, Inc. is the developer of innovative consumer products and software solutions for the optical industry. Under the brand name, Chemistrie, Eyenvision sells its patented Magnetic Lens Layering System series of products that eliminate the challenges typically associated with clip-on eyewear. In addition, the Eyenvision Software and Service Division provide software products that simplify and automate business functions for optical retailers. For more information, visit [www.eyenvision.com](http://www.eyenvision.com).

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