

[CONNECTIONS

Introducing  
**Glacier  
Expression™**  
and updating  
**Autograph  
Intelligence™**



shamir

# IT'S CLEAR. IT'S YOU.

## Shamir Glacier Expression™

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

Let's face it - our world has experienced some dramatic changes over the last few years. One of the biggest changes has been in how we relate to one another, and while that change has heralded an astonishingly quick adoption of digital communication in our personal and professional lives, it has disrupted our fundamental and natural abilities to emotionally connect with one another.



# SHAMIR GLACIER EXPRESSION™ & AUTOGRAPH INTELLIGENCE™

A CUTTING EDGE SOLUTION THAT  
**HELPS YOU CONNECT  
EMOTIONALLY**

A traditional hallmark of how we feel about ourselves is deeply rooted in how we present ourselves. Increasingly of late, we are presenting ourselves digitally, which really only tells a small part of our visual story. Indeed, we are limited, in most cases, to how we look from the shoulders up, focused squarely on our eyes. It doesn't take too much to infer from this that we need to look our absolute best to really feel good about ourselves and about how others perceive us.

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

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

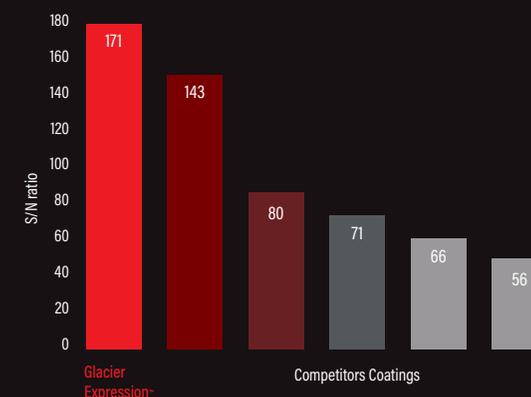
## LOOK BETTER

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 are able to see versus the visual noise around you.

An increase in SNR can help reduce fatigue and eye strain, improve the ability of others to see your eyes better, and provide a more comfortable visual experience throughout the day.

SNR Ratio Comparison  
Higher SNR = More Comfortable Vision



# SEE BETTER

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

We inherently use our whole bodies when communicating face to face. We naturally interpret body language and posture, we speak with our hands, and we use expressive facial gestures. In fact, we intrinsically use our entire faces to convey meaning, using a system of very complex and oftentimes subtle visual queues. Shamir recognizes this natural gift and how an emergent trend in digital communications has necessarily shifted this whole-body approach to one that must focus and rely on our faces, and especially our eyes, on our screens.

We use our screens a lot more than we used to, and we're doing it every day. And the first thing people see is our eyes.

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

Shamir Glacier Expression™ keeps reflectance on lens surfaces down to a minimum, ensuring increased transmittance of light for all wavelengths, especially those that the human eye is most sensitive to. The resulting improvement in contrast sensitivity ensures outstandingly sharp vision, with increased detail resolution.

\*Than standard AR coating

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

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

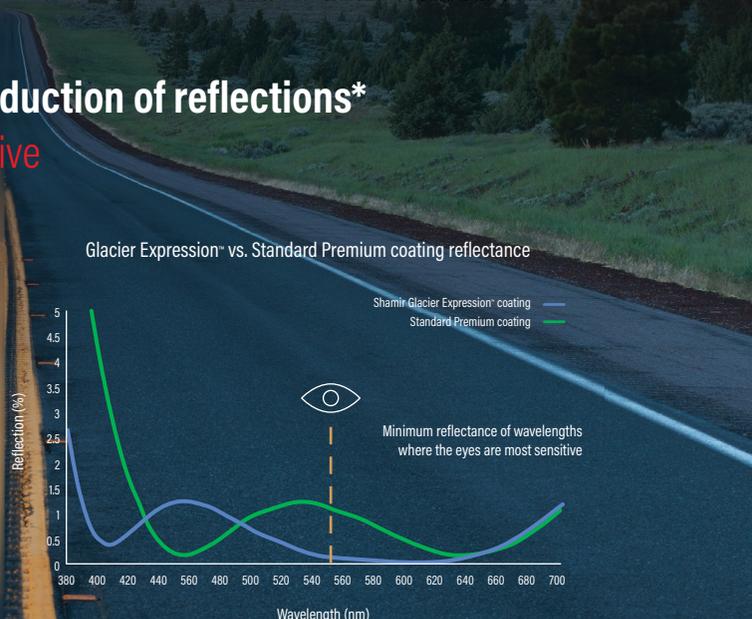
The result - drastically minimized reflections, reduced obscurement of your eyes and, ultimately, improved aesthetic appeal.

\*Than standard premium coating

**~50% of eyeglass wearers\* gain significantly accelerated reaction times**

The sharper and more detailed your vision, the faster your response. Superior contrast sensitivity translates to fast reaction times in daily activities, and can ultimately even improve your vision while driving, especially at night.

\*Based on clinical research conducted at Shamir.



# FEEL BETTER

Glacier Expression™  
Powerful anti-reflective properties

Standard  
Premium coating

Given that we rely on our vision so heavily when communicating with each other, the biggest barrier to empathic, meaningful, and emotional connectivity must be simple visual obstructions, like ScreenFlections™, glare, anything that obscures our lenses and eyes. These distractions are additionally relevant in a digital space, where our heads and eyes become the focus of those with whom we are trying to relate. Knowing that others are focusing on us, trusting us, connecting with us in a more meaningful way...it just makes us feel better.

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

Shamir invited over a hundred of eyecare professionals around the world to try out the new Glacier Expression™ coating for themselves - without being given details of its properties - and compare it to the coatings they had previously been using. All, without exception, chose Glacier Expression™ as the clear winner.

Satisfaction from clarity	Satisfaction while driving	More comfort	Would recommend to customers	Overall satisfaction
98%	99%	100%	98%	96%
Quality				9.38/10
AR performance				4.83/5
Aesthetics of the coating				4.82/5
Ease of cleaning				4.73/5



NEW RELEASE:

# 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!

While Glacier Expression helps to boost visual signal and remove visual noise and glare, our beloved Autograph Intelligence lens design helps you focus your eyes precisely where you need them to be at all times. Using data gathered since the lens design's introduction over three years ago, we've been able to further refine its benefits to more closely match our current needs, because things have changed dramatically.

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 with 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 which optimally matches a person's visual age with their visual needs.

### OUR COMMITMENT TO YOU - CONTINUOUSLY EVOLVING TO ADDRESS CHANGING NEEDS

With Autograph Intelligence, you always get today's highly advanced and precisely tailored progressive lens, because it is a lens design capable of learning from a constant flow of new data and incorporating it into its design, constantly staying ahead and evolving to optimally address users' ever changing visual needs.

#### NEW RESEARCH INSIGHTS

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

#### EVOLVING TECHNOLOGIES

Using state-of-the-art Autograph Intelligence technologies to develop this new lens.

#### UPDATED AUTOGRAPH INTELLIGENCE

An advanced and updated progressive lens ideally adapted to today's visual needs, ensuring optimal personalization per Visual Age (chronological age/addition).

CONNECTIONS

GLACIER EXPRESSION™

&

AUTOGRAPH  
INTELLIGENCE™

BETTER TOGETHER

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

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

Now you can sell a super advanced, state-of-the-art protective AR coating that comes with all the benefits of our scratch-resistant, anti-static formula with an industry leading progressive lens design. Your patients will enjoy enhanced vision across every visual field together with an optimal digital user experience, all while letting them truly express themselves without being bothered by ScreenFlections™!

GLACIER EXPRESSION™ & AUTOGRAPH INTELLIGENCE™

PERFECT FOR THE WORLD WE LIVE IN RIGHT NOW



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