



Product Classification:
Anti-Reflective Coating

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.

See Better

Visual clarity & detail +25% improvement in contrast sensitivity

By shifting the reflectance peak to a wavelength our eyes are less sensitive to we have created a coating with 70% fewer reflections. We also allow more of the wavelengths our eyes are most sensitive to reach our eyes improving our contrast and providing sharper more comfortable vision.



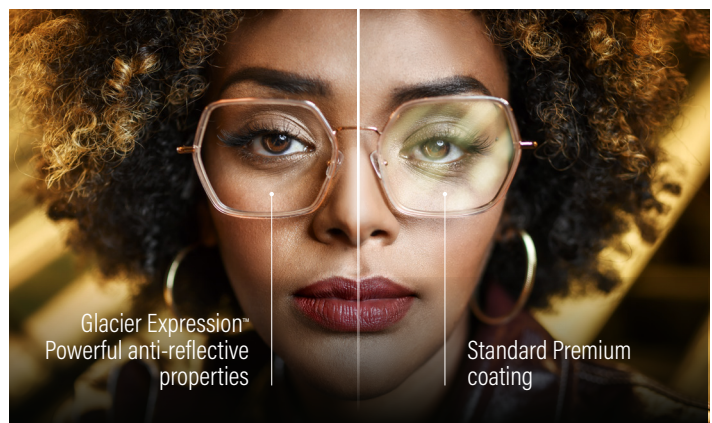
We inherently use our whole bodies when communicating face to face. We naturally interpret body language and posture, we speak with our hands, and we use expressive facial gestures. In fact, we intrinsically use our entire faces to convey meaning, using a system of very complex and oftentimes subtle 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.

Look Better

Improved aesthetics
reduces up to **70% more** reflections than other leading AR coatings

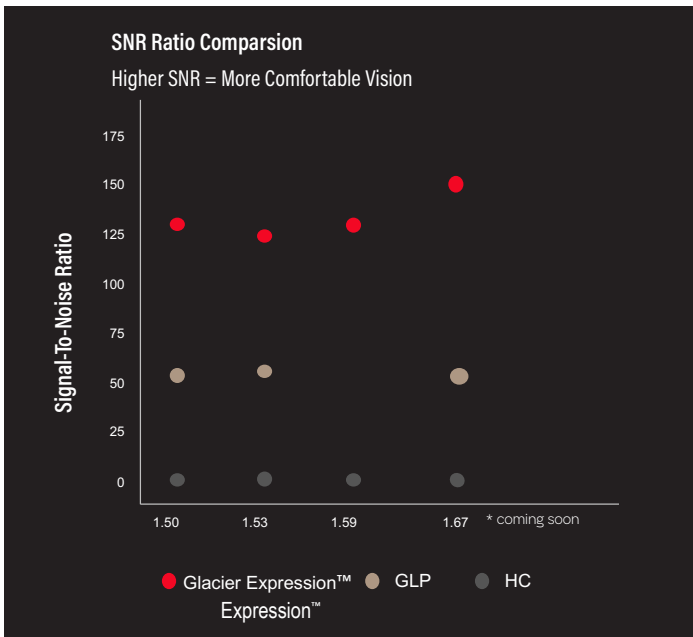
Given that we rely on our vision so heavily when communicating with each other, the biggest barrier to empathic, meaningful, and emotional connectivity must be simple visual obstructions, like ScreenFlections™, glare, anything that obscures our lenses and eyes. These distractions are additionally relevant 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.



Feel Better

99% of ECPs reported increased comfort & visual acuity

Enjoy comfortable vision with minimized visual background noise
 Shamir Glacier Expression™ coating lowers background 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 and provide a more comfortable visual experience.



Features & Benefits

When eyeglass lenses reflect screen glare and other light sources, this not only reduces visual clarity but also obscures others' view of our eyes. Shamir **Glacier Expression™** – our new, innovative lens coating – is designed to remove substantial amounts of visual noise, reduce reflections, and enable clear, detailed vision **unlike anything else currently on the market!**

- Scratch Resistant
- Anti-Reflective
- Oleophobic
- Hydrophobic
- Anti-Static
- Easy to Clean

Who It's Designed For

Anyone who wants to build a stronger, more meaningful connection with family, friends, and colleagues in person and throughout the expanding digital space.

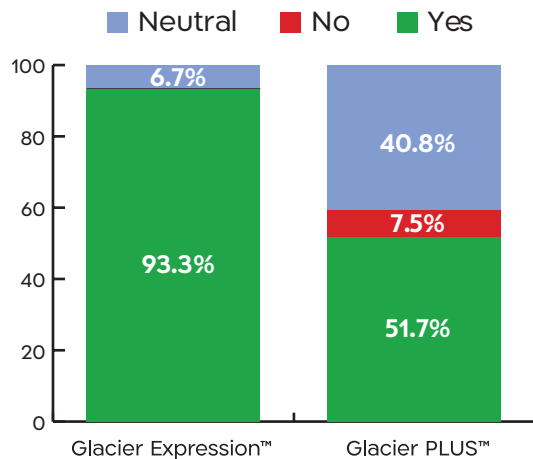
Anyone who Facetimes, Tiktoks, Zooms, takes selfies, or posts on Social Media will see immediate results!

Connect Better

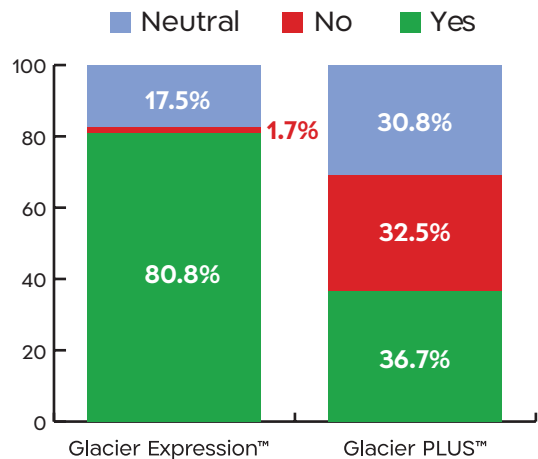
We had an independent study done to see if Expression really does make a difference. A blind trial showed that users overwhelmingly felt much stronger connections and much greater levels of trust when

meeting with someone wearing **Expression** than when they were wearing **Glacier PLUS**, our other leading AR coating.

RESPONSES TO CONNECTION QUESTIONS



RESPONSES TO TRUSTWORTHY QUESTIONS



COATING

COATING