

adlens®

Blink

7

December 2013

Welcome to Adlens®

Keeping you up to date with our latest developments

You are receiving this because at some point you said you'd like to keep updated with our latest news and developments. If you have any specific queries or feedback and you'd like to get in touch with us directly please do. You can reach us at contact@adlens.com.

We hope you enjoy Blink.

Continuously Adjustable Eyewear: A Powerful Tool to Address Fluctuating Vision in the Management of Diabetes

According to the Centers for Disease Control and Prevention, in the U.S alone there are almost 26 million people with diabetes, and there are approximately 347 million people affected worldwide. Fluctuating vision is one of the first signs of uncontrolled diabetes, and is particularly common amongst people who are developing diabetes, or are trying new medications to bring their diabetes under control. Prescription eyeglasses prepared during this fluctuating period, are unlikely to work once vision has stabilized. Adjustable eyeglasses can be used as a temporary, non-prescription solution that offers relief for diabetics suffering from fluctuating vision and improve their quality of life. Adjustable eyeglasses are able to correct for a large range of spherical powers (-6.0D to +3.0D) and as each lens can be adjusted individually, patients can manage differences in power between their eyes. They are best used during the period in which diabetics are trying to establish control of their glucose levels under the supervision of a medical advisor.



Dr. Graeme MacKenzie
Director of Industry Affairs

To learn more about the effect diabetes can have on your eyesight and how continuously adjustable eyewear can help, please read my White Paper at <http://goo.gl/7r1kYa>.

Watch this space for Upcoming Continual Education Courses.

Great British Innovation

This is a very exciting time for Adlens®. In the last few months alone we have appeared in The New York Times, USA Today and in Oprah Magazine as number 19 in her '50 things to make you say WOW!' article. We have won various awards for design and innovation including The International Business Awards, The Edison Awards, The Golden Bridge Awards and the Consumer World Awards. Adlens® products are also recognised by the British government's flagship GREAT campaign.

Our new invention, Variable Power Optics (VPO™), is the most significant advancement in optics in over half a century. Following our official opening ceremony on 21st November, our first product to use VPO, *Adlens Focuss™*, is now being manufactured at our state of the art production facility.

This is the culmination of eight years of funding, impacting on Oxford's local economic environment with total job creation in the last 18 months alone of 57. 38 of these have been within the fields of Design, Engineering and now manufacturing. 12% of our workforce are qualified to PhD level, with a further 19% qualified to either Masters or MBA level. Adlens is proud to say our products are designed in the UK, developed and engineered in the UK and now manufactured in the UK.

Adlens® joins the ranks of British innovation within Formula 1, Rolls Royce engines and Dyson in showcasing the best of new British industry and demonstrating that Britain is indeed the home to innovation. Adlens® is the embodiment of a British business that will support UK growth as expressed by Chancellor Osborne in his 2011 budget speech: "We want the words Made in Britain, Created in Britain, Designed in Britain, Invented in Britain to drive our nation forward. A Britain carried aloft by the march of the makers".

Adlens® is a commercial business with a social soul. For every pair of *Adlens Focuss™* purchased we will donate a pair of glasses to someone in the developing world through our established Buy One Give One programme. Distribution of the glasses is administered by our charitable partner Vision for a Nation®.



adlens **FOCUS**™

The Official Opening Ceremony



Adlens® Owner, Board Member and Founder, James Chen and CEO & Executive Chairman Michael C Ferrara hosted proceedings.



After introducing our guests to the great British innovation, Variable Power Optics, Mike invited Oxford graduate and working peer, Lord Faulkner of Worcester to say a few words.



Together, James Chen and Lord Faulkner cut the ribbon to symbolise the opening of the facility and the birth of VPO™ manufacturing in Oxford.



Adlens® VP of Operations, Frank Lavety, invited prestigious guests from local businesses, national government, the optical industry and press to tour the facility.



The tour included an overview of our rigorous quality management process...



...and in depth information about the manufacturing process involved in building our revolutionary eyewear.



Guests were invited to join Adlens® for a drinks reception and dinner at Rhodes House, a beautiful venue steeped in history.



Adlens® Chief Technology Officer Dr Rob Stevens and Director of Industry Affairs Dr Graeme MacKenzie spoke about the technology in more detail.



James Chen spoke passionately about Adlens® sister charity Vision for a Nation® and the work they are doing to deliver vision correction to the people of Rwanda.



Guests enjoyed a delicious three course meal in the beautiful Milner Room. The tables were laid out in the shape of a Union Jack to reflect the Great British theme of the event.

The official opening was an enormous success, resulting press coverage, partnership and knowledge sharing opportunities around the country.

Adlens® would like to extend a special thank you to our guests who joined us from Hong Kong, USA and other international locations, as well as those who travelled to Oxford from around the UK to be part of this very special celebration of British innovation.



Adlens® Adjustables™ Named Best Among 100 New Consumer Products and Services

Following recent successes at the International Business Awards and the Golden Bridge Awards, Adlens® Adjustables™ glasses have been named Best among 100 new consumer products and services, at the 3rd annual Consumer World Awards.

Adlens® Adjustables™ are recognized for their innovation and style in the Healthcare and Pharmaceuticals Products category. The glasses have been named among the Best 100 New Consumer Products and Services alongside products from companies including Apple, Lancôme, Duracell, Nike, and Samsung.

The Consumer World Awards are an annual industry and peers recognition programme honouring the best products and services in the consumer industry from companies of all sizes across North America, Europe, Middle-East, Africa, Asia-Pacific, and Latin-America. Winners are selected by a panel of more than 50 judges from around the world.



adlens adjustables™ UPDATE



Three new exciting POP colours are now available to order!

Since the global launch of Adlens® Adjustables™ on 4th October 2013 we have seen phenomenal sales and feedback! We have sold into all major markets - USA, Europe, Latin America and Asia Pacific - and signed up two distributors in Brazil and Portugal. The industry is **buzzing** about Adlens® Adjustables™!

OPSM



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vision express

Adlens® in the press

Following our hugely successful and well attended VPO™ Centre Opening Event in Oxford, we have received a flurry of both local and national coverage. Below are some of the highlights:



Adlens® opens new factory in Oxford
By Jane Grey

Eye wear manufacturer Adlens® has opened a new factory in Oxford for the production of its variable power optics technology, *Adlens Focuss™*.



'Social IP': Turning World-Changing Adlens Focuss™ – exclusive hands on report of this revolutionary new eyewear technology
By Nigel

Video interview with Dr Rob Stevens about Adlens® breakthroughs.



Adlens® opens new VPO™ Centre
By Staff Writer

Adlens®, opened the doors of its new Variable Precision Optics (VPO™) Centre in Oxford - an overview of the event.



Future's in focus for firm manufacturing new specsweat technology
By Andrew Smith

Manufacturing site to produce revolutionary glasses following major investment by an Oxford firm.



For more of Adlens® in the news you can catch up on our website at www.adlens.com/media-centre



You can now find us on Twitter, Facebook, LinkedIn and Youtube.
Even more ways to keep in touch.



For all the latest announcements and too see where we're appearing
visit our Media Centre.

adlens[®]
Variable Focus Eyewear | A Different Way
To See The World™



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