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Roanoke, VA - A new product getting ready to come out of the Roanoke Valley may change the way many people see things-literally.

Called "Empower" by Pixel Optics, they are the world's first electronic glasses, that can automatically focus, in a fraction of a second. It's taken more than 10 years and millions of dollars for Dr. Ron Blum to get to this point in his career, a point that will likely have a significant impact on the optometry industry.

"What I'm actually wearing are electronic eye glasses... these are the world's first electronic eye glasses and they actually change focus as fast as you can blink your eyes," Blum said.

The research began as a way to automatically adjust computer screens to a user's vision, but as computers started getting slimmer, Blum decided the research should shift to eyewear.

"To make the lenses work in automatic mode, I just hold my finger here for two seconds and now they are automatic. So when I look at you, you are clear. When I look at my watch it immediately switches into focus and when I look back up at you, you're clear again.... just like that."

Using electronics that are embedded in the temple of the frame, the wearer is able to put the glasses into various modes with the swipe of a finger.

When switched on, a layer of crystals inside the lenses changes its index of refraction, automatically focusing whatever it is the wearer wants to see, a cutting-edge product looking to tap into the worldwide, bi-focal market.

"This has the ability to help a lot of people. It can impact about... It plays into the market of where 100-million pairs of lenses are sold every year."

"Empower" lenses will be a high-end product, but Blum says they will be affordable to most people.

Pixel-Optics is scheduled to launch their consumer line of "Empower" in October.

Currently the groundwork is being developed to have them available through your local optometrist.