

TECHNOLOGY

## Electronic lens debuts at New York show

US firm PixelOptics is starting controlled wearer trials through eye care practitioners for its electronic focusing eyewear, with the aim of a 2010 launch.

Chief operating officer William Spies said the trial would begin this month and continue throughout 2009, with a limited number of individuals provided with the electronic spectacles. 'We will spend much of 2009 optimising our technology based on results from the trials,' he added.

Visitors to PixelOptics' stand at The International Vision Expo East in New York from March 27-29 will be given the first public display of the lens.

Speaking about the dynamic electronic spectacles with changeable focus, Bill Kokonaski, chief technology officer, said: 'Pixel is working to introduce the first ophthalmic solution that crosses over into the consumer electronic health sector.

'When commercially launched, I believe it will be virtually impossible to distinguish Pixel's electronic eyewear from that of other conventional fashion eyeglasses based on style, thinness, transparency and weight.'

Ronald D Blum, president and CEO of PixelOptics, said: 'Pixel's electronic eyeglasses focus faster than the blink of an eye, using chemistry, electricity and optics and do so without moving parts. These eyeglasses automatically allow for clear focus from far to near, and everything in between. They are lineless and provide significantly wider and less compromised fields of clear vision and have far less distortion than a progressive addition lens of equal optical power.'

PixelOptics described itself as the world's first composite ophthalmic lens company. It launched a static composite lens, the atLast! Enhanced Multifocal, in October 2008.