

**For immediate release**

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## **PixelOptics™ Wins International Award**

**ROANOKE, Va. (November 5, 2009)**—PixelOptics, the world’s first composite lens company and a leading designer of innovative ophthalmic lenses, announces it has won a Best Product Presentation award at the recent Optical World Symposium in Paris.

The award was presented to Peter Zieman, Director of European Sales for PixelOptics, by the organizers of the Symposium. Attendees at the Symposium selected each award winner. “I am very pleased to receive this award on behalf of PixelOptics. It is exciting to see our recognition grow across Europe,” says Zieman.



“The focus of the 10<sup>th</sup> Anniversary Optical World Symposium was ‘Making a profit in a global recession’,” says Ronald Blum, President and CEO of PixelOptics. “During a recession, businesses must innovate to be successful, and PixelOptics is bringing innovative lens and eyewear solutions to the global vision care industry.” He adds, “We are pleased that our message of new ophthalmic composite lens products (static and dynamic) resonated with people who attended the event.”

The Optical World Symposium, which was held in September, is presented annually by *Optical World*, the only international publication devoted to the optical industry with worldwide coverage of developments in the field of manufacturing optics.

PixelOptics’ unique and proprietary composite lenses combine sound lens design principles and proven lens materials to create entirely new categories of eyeglass lenses for the world market. PixelOptics has registered over 300 lens-related patents and patent applications worldwide.

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### *About PixelOptics:*

*Headquartered in Roanoke, Va., PixelOptics is committed to “transformational innovation” in the spectacle lens industry. The company’s focus on improving the current standard of vision correction will deliver a wide range of innovative new products based on “composite lens” and innovative design technologies. These materials combined in a proprietary manner deliver a vastly improved visual experience for the wearer. PixelOptics intends to live up to its slogan “redefining the way people see.” For more information, please visit [www.pixeloptics.com](http://www.pixeloptics.com).*