



**Add A Lens | Additive | Variable Focus | Scratch Resistant | Multi-Layered | Reusable | Self Adhesive | Eyeglass Lens System**

Introducing a revolution in eyeglass lens manufacturing and distribution. Add A Lens is a new Patent Pending innovative system that allows eyeglass wearers to change the way they buy, use and experience their eyeglasses. Until now there were limited methods of manufacturing eyeglass lenses. These limitations necessitated manufacturers and Doctors to provide their eyeglass lens customers a very specific method to receive their prescription eyewear and their optical magnification eyewear (Commonly referred to as readers).

Most eyeglass lenses are made by a handful of companies that have cornered the market on frames and lens blanks.

**Luxottica Group S.p.A.** is an Italian company and the world's largest eyewear company.

As a vertically integrated company, Luxottica designs, manufactures, distributes and retails its eyewear brands, including Lenscrafters, Sunglass Hut, Pearle Vision, Sears Optical, Target Optical, Eyemed vision care plan, and Glasses.com. Its best known brands are Ray-Ban, Persol, and Oakley.

Luxottica also makes sunglasses and prescription frames for designer brands such as Chanel, Prada, Giorgio Armani, Burberry, Versace, Dolce and Gabbana, Miu Miu, Donna Karan, Stella McCartney, and Tory Burch.

In the business model currently in use today lens blanks are manufactured using Plastic Injection Molding machines. This means that a large investment in Steel Molds must be constantly provided as Steel Molds can only make from 10 to 15 million lens blanks before deteriorating begins. The molds are also numerous because many different variations of blanks must be created for each Optical Power range between negative six and positive six diopters (a unit of refractive power that is equal to the reciprocal of the focal length (in meters) of a given lens.).

The Add A Lens revolution begins with an entirely new method of creating eyeglass lenses. Extremely thin layers of polycarbonate (preferred material but not limited to any material type) are stamped into the curvature required for the lens Optical power setting. Regular Plano (eyeglasses that do not contain a curvature for correcting vision defects) lenses are used as a base substrate. Flexible lenses can also be created with Plano substrates that are flexible such as transparent polymer plastics. With the creation of separate refractive indexes are embedded into the layers that comprise a lens created with the Patent Pending Add A Lens system, thinner cross sections of lenses are made possible. It is conceivable that a lens that would normally be up to a quarter inch thick in the center of the lens for a +6 diopter Optical power value can be less than one sixteenth of an inch thick.\

Additional advantages include the ability to add Optical Power prescription values to existing lenses without taking the lens out of the frame. This will extend the length of use for eyeglass frames.

#### How Add A Lens Works:

High speed roller stamping, hot or cold, create predetermined curvature impressions on thin polycarbonate or other flexible material. The materials become more flexible as the thickness of said material decreases. Each layer is coated with a transparent glass or polymer gluing layer. Each layer has a different refractive index that when combined with other dissimilar but predetermined layers featuring complimentary refractive indexes creates one flexible or rigid lens decal. The shape of the decal can then be formulated through laser, die cutting, or other such finishing method.

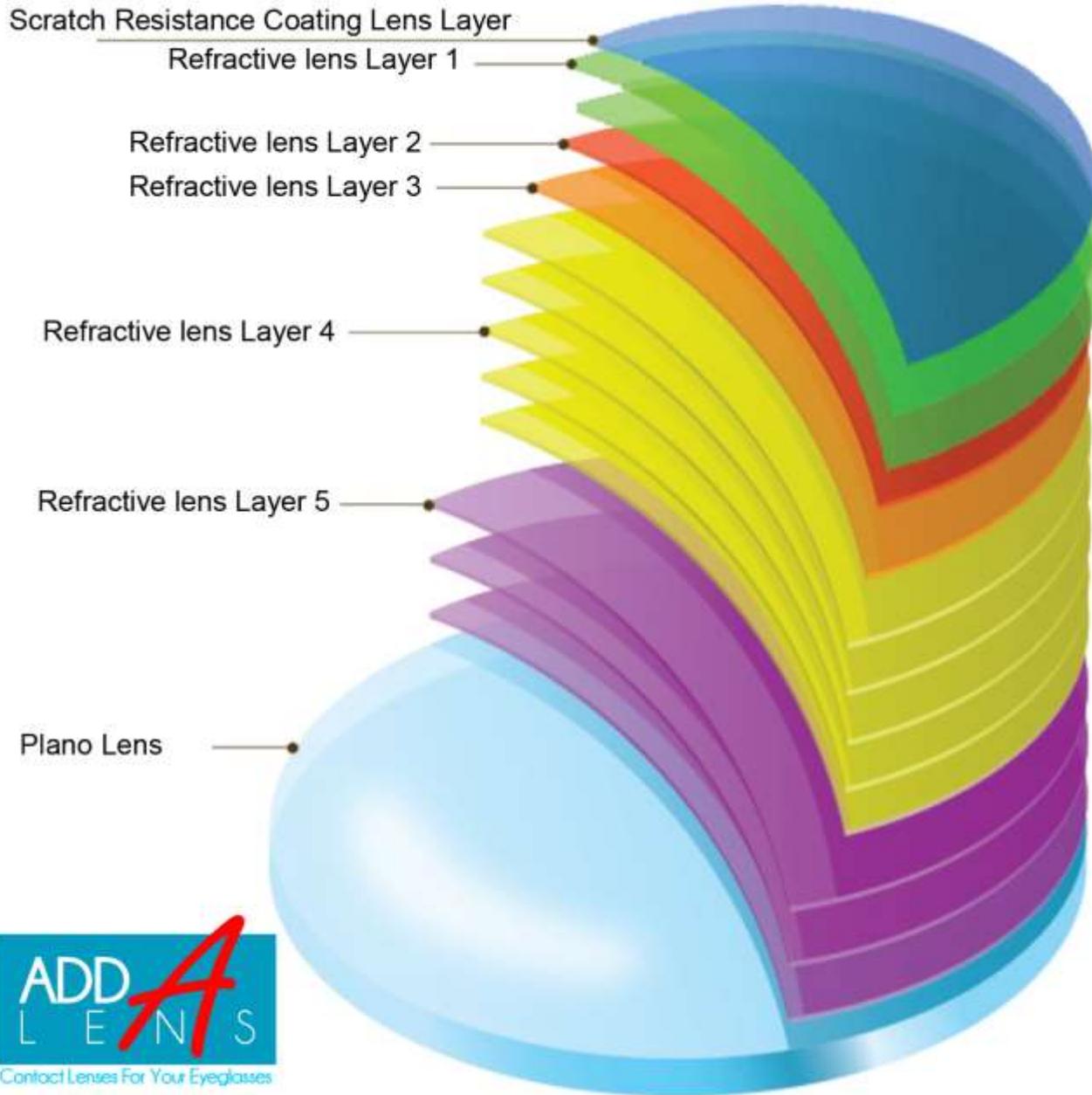
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www.addalens.com



In one business model the lenses are supplied in a square shape and the customer cuts the lens themselves using a guide system that we are also preparing to Patent.

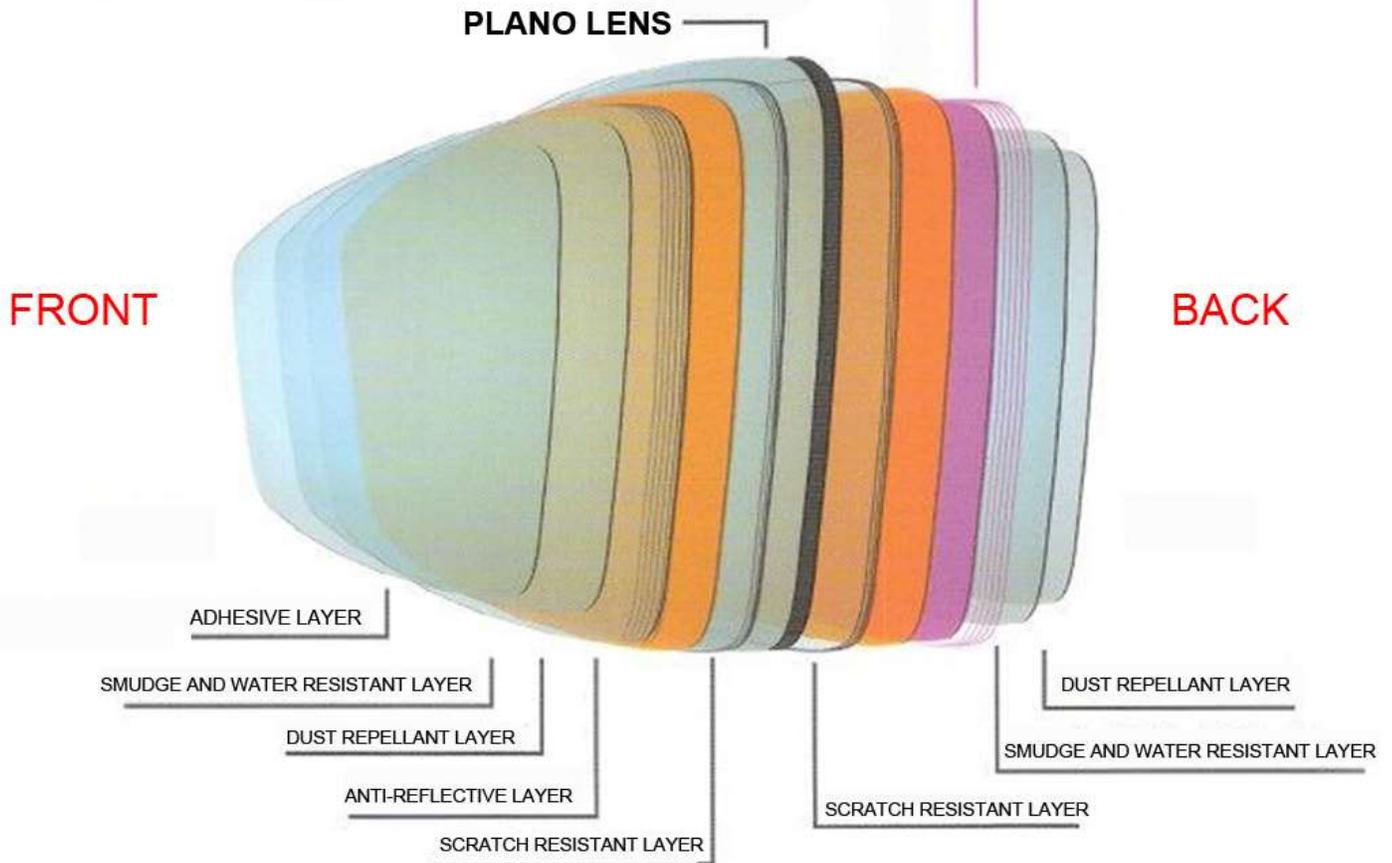


**Figure 1**



In Figure 1 you can observe various layers are used to complement each other in the creation of one Add A Lens eyeglass lens unit. In this example various different layers of differing refractive indexes are laminated one atop the other. A scratch resistant layer is applied to the outer most layer of the lens unit. Many different types of coatings can be applied to any layer or layers featuring said coatings can be laminated to provide additional benefits of use to the finished lens unit as shown in Figure 2.

**PRESCRIPTION OR MAGNIFICATION OPTICAL POWER LAYERS**



**Figure 2**



Add A Lens uses existing print industry technology in a new innovative manner to create decals that have refractive properties equivalent to the best currently available eyeglass lenses. The speed and cost differential created by not using Plastic Injection molding processes reduces the investment capital required to produce hundreds of millions of eyeglass lenses. Eliminates the need for grinding lenses to fit frames altogether and eliminates the wait time needed for prescription glass to be delivered to the customer. Off the shelf prescription glasses are now possible in the same manner as magnifying readers currently have become ubiquitous in drug stores and specialty retailers all over the world.

On demand eyeglasses also can be provided to third world or indigent customers, NGOs and other entities in a cost effective for them and profitable manner for Add A Lens, Inc.

Low cost frames that can be printed rather than plastic injection molded are also available through the Add A Lens System. These glasses can be prescription or magnifying readers. Made of low cost flexible plastic and can be enhanced with neoprene or other soft rubber materials to create more comfort of wear. These printed glasses can be foil stamped or decorated through a myriad of paper product styles such as embossing, hot stamping and other laminating processes. See Figure 3 through 5 for examples.



**Figure 3**

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Conceivably customers will be able to print their own frames on their home printers and apply their own designs to those frames. Then in a simple step apply decal lenses to those frames. This will provide eyeglass wearers the ability to customize their own eyewear.

In a similar manner as to the way Avery Labels currently allows home T-Shirt Printing and business card printing.



**Figure 4 and 5**

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