

## 3D iCoat Utilizes Tech Know-How for Passive 3D

**Company:** iCoat

**3D Eyewear Brand:** Sfirex

**Key Features:** Passive 3D eyewear system. Compatible with circular-polarized passive-3D theaters and professional/home passive 3D systems. Engineered to work with emerging circular-polarized based passive-3D technologies with televisions, projectors, 3D monitors, personal computers and laptops. Incorporates premium quality optical lenses with iCoat's proprietary thermally cured dip-hardcoat (DHC) high-durability technology, MT3 thin-film maximized transmission technology, and oleophobic technology.

Unlike other optical companies that have entered the 3D eyeglass arena, iCoat Company is not renowned for its sunglasses or sunlenses. Nor is it an industry giant.

Instead, iCoat is a small, technology-driven company specializing in optical thin-film coating technologies. Operating from an optical lens coating facility in Santa Fe Springs, California, iCoat leveraged its expertise to create a new line of premium 3D eyewear under the brand name Sfirex. The passive 3D eyewear system that is compatible with circular-polarized passive-3D theaters and professional/home passive 3D systems,

and is engineered to work with emerging circular-polarized based passive-3D technologies with televisions, projectors, 3D monitors, personal computers and laptops, according to iCoat. The system incorporates premium quality optical lenses with iCoat's proprietary thermally cured dip-hardcoat (DHC) high-durability technology, MT3 thin-film maximized transmission technology, and oleophobic technology.

"Our innovative thin-film technology achievements in 3D optics have resulted in the Sfirex system, a premium 3D eyewear providing one of the best 3D

experiences possible. Our Sfirex 3D system offers wearers maximized image brightness, enhanced 3D image quality and significantly reduced reflections for a vibrant, vivid 3D experience," said Arman Bernardi, PhD, iCoat's president and CEO.

iCoat offers Sfirex in various frame designs and styles as well as in custom clip-on and "fit-over" styles. ■■



iCoat Sfirex.

## OverRx Will Deliver 3D Experience

**Company:** Live Eyewear

**3D Eyewear Brand:** Cocoons OverRx Eyewear

**Key Features:** Cocoons, designed to be worn over ophthalmic frames, will launch OverRx featuring circular polarized 3D lenses this quarter. The circular polarized lenses that will be featured in Cocoons 3D are compatible for use with theater viewing, passive 3D televisions, laptops and computer monitors. Because the lenses block 100 percent of UVA and UVB rays, Cocoons 3D also provide protection when worn outdoors as conventional sunglasses, the company said. The Cocoons 3D collection will be available in six sizes with Black or Slate Soft Touch frame finishes and will be available to the public exclusively through eyecare professionals.

San Luis Obispo, Calif.-based Live Eyewear said it plans to enter the growing 3D eyewear market in response to increased retail demand for 3D eyewear designed for those that wear corrective glasses.

Dave Dean, vice president of marketing, noted, "3D technology as a medium for visual entertainment is exploding. Developing 3D eyewear that will provide a superior fit and enhanced viewing experience for those that wear corrective glasses is a natural fit for us. Our design focus revolves around those that wear glasses."

The company's OverRx sunwear brand, Cocoons, is available from over 18,000 ECPs in 22 countries. ■■



## Tom Davies: Clarity and Comfort

**Company:** TD Tom Davies

**3D Eyewear Brand:** TD Tom Davies Bespoke 3D Clip-Ons

**Key Features:** The TD Tom Davies passive polarized 3D clip-ons, which become available Dec. 1, will be individually made to order through the TD Tom Davies Bespoke Service. Opticians will be able to offer the clip-ons on all new orders of TD Tom Davies Bespoke, and can send individual orders for existing customers who wish to buy the clip-ons as an add-on accessory if they already have a TD Tom Davies Bespoke frame. The TD Tom Davies 3-D clip-ons will target a price of \$225, the company said.

Tom Davies, CEO of the British firm, explained, "3D home entertainment has arrived. 2010 has seen the launch of high definition 3D

televisions by the world's leading electronics companies and the creation of Europe's first 3D TV Channel, Sky 3D, earlier this month. Next year all new TVs will be 3D-ready, making 3D home entertainment more and more accessible.

"We want our customers to experience the full benefit of this technology, whilst being able to wear their TD Tom Davies spectacles. Our clip-ons will ensure high levels of visual clarity and comfort, and an optimum 3D experience."

Davies noted that the company saw "an extraordinary response to the clip-ons we previewed at Silmo and again at Vision Expo West. ■■

