

October 3, 2018

## TouchFocus™ Wins Good Design Award 2018, Makes Good Design Best 100

**E-eyewear for near and far vision. Whenever you want, just one touch.**

Mitsui Chemicals, Inc.'s (TOKYO: 4183; President & CEO: Tsutomu Tannowa) TouchFocus™ Next Generation Eyewear has been awarded the 2018 Good Design Award (Organized by: Japan Institute of Design Promotion). Out of the awards granted, TouchFocus™ was also chosen as one of 100 particularly excellent entries for the “Good Design Best 100” category. Furthermore, “Touch The TouchFocus”, the hands-on interactive display that communicates the benefits of TouchFocus™ through a novel combination of the virtual and tangible, was also awarded the 2018 Good Design Award.



TouchFocus™ Next Generation Eyewear



“Touch The TouchFocus” Hands-on Interactive Display



### ■ About TouchFocus™

Regardless of our age, we all want to live life looking forward. However, all of us will face worsening eyesight as we age. With conventional progressive glasses, there is an unstated assumption that one will not be able to see as naturally and comfortably as before. TouchFocus™ challenges this assumption – providing a new answer to what vision care can be and a bright way forward. See beyond age. See TouchFocus™.

At first glance, TouchFocus™ appears to be simply a pair of stylish glasses. Hidden inside, however, is a wide array of advanced technology. With a touch to a sensor installed in the temple, TouchFocus™ changes from far to near vision instantaneously. Electricity runs from a battery through an electric circuit, activating a liquid crystal area in the lenses. The liquid crystal “reading zone” can be toggled on and off as needed. This eliminates the need to switch between multiple pairs of glasses or crane one's neck at an uncomfortable angle – allowing for wide, clear vision and a comfortable wearing posture.

TouchFocus™ features a functional, yet stylish design created in collaboration with world renowned design firm IDEO. The entire frame was created with intuitive ergonomic design for a wearer-friendly experience – offering both beauty in both form and use.

### ■ Good Design Award Evaluator’s Comment

TouchFocus™ was awarded a high evaluation for several reasons. It fundamentally improves the usability of progressive lens by harnessing the power of electricity. Furthermore, all necessary components fit into the frame without interference to the wearer - all while weighing roughly the same as conventional eyewear. By doing so, the newness of the technology was not overly emphasized. The fact that the frame lineup includes a wide variety of shapes, sizes, and materials was also evaluated highly. Overall, the product feels natural, and future wearable devices would do well to take note of the design put forth here. We are looking forward to see how the product is further developed in the future.

### ■ About the Good Design Award

Good Design Award has been a sole comprehensive design evaluation and commendation system in Japan since 1957. Many companies and designers from both inside and outside of Japan participate in the activity to enhance the industry or the quality of life through the design. “G Mark”, the symbol of the award has been recognized widely as a mark representing good design.

<http://www.g-mark.org/?locale=en>

### ■ TouchFocus™ Retailers and Other Information

Since the launch of TouchFocus™ at select retailers in February 2018, the TouchFocus™ retail presence has grown to 18 stores. From October 2018, the number and regional coverage of retail stores offering TouchFocus™ will further expand nationwide, including the areas of Hokkaido, Shikoku and Kyushu. By 2019, Mitsui Chemicals Inc. aims to have TouchFocus™ available at 100 retail locations nationwide, while aiming to establish a presence in Asian, European and North American markets and sell 50,000 pairs by 2022.

■ For retail locations and other information, visit the official TouchFocus™ website (Japanese):

<https://www.touchfocus.com/>

