



Shiodome City Center 1-5-2, Higashi-Shimbashi, Minato-ku, Tokyo 105-7122, Japan  
<http://group.mitsuichemicals.com>

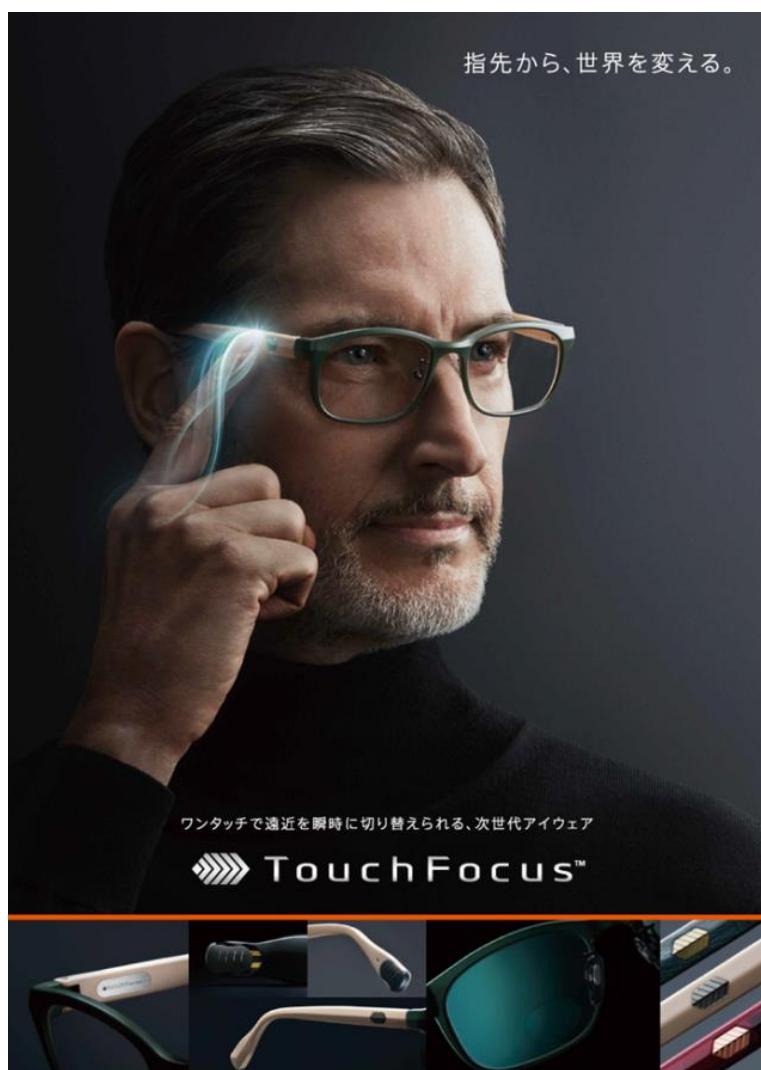
NEWS RELEASE

MITSUI CHEMICALS, INC.

February 8<sup>th</sup>, 2018  
Mitsui Chemicals, Inc.

E-eyewear for near and far vision. Whenever you want, just one touch.  
**TouchFocus™ Available for Purchase for the First Time**

Mitsui Chemicals, Inc. (TOKYO: 4183; President & CEO: Tsutomu Tannowa) will begin sales of TouchFocus™ e-focus instantaneously adjustable eyewear for near and far vision on February 15, 2018.



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, the eyewear will change vision from far to near instantaneously. Electricity runs from a battery through an electric circuit, activating a liquid crystal area in the lenses. The near zone can be toggled on and off as needed. It provides a wide area of vision with minimized swim and distortion and removes the need to switch between multiple pairs of glasses. Each pair of TouchFocus™ is created to match each individual's eyeglass prescription and design tastes, with 20 frame designs to choose from.

■ TouchFocus™ Retailers

Location		Notes
Tokyo	Nihombashi Mitsukoshi Main Store Main Building 7 <sup>th</sup> Floor Eyeglass Store	2/15 - 2/19 Optical Exhibition (7 <sup>th</sup> Floor)
	Tokyo Optical Seibu Ikebukuro Branch Seibu Ikebukuro Store Main Building 9 <sup>th</sup> Floor Eyeglass Store	2/15 - 2/27 Special Event (6 <sup>th</sup> Floor)
	Tokyo Optical Nihombashi Ningyocho Store	
	Tokyo Optical Hachioji Store	
	JR Nagoya Takashimaya Main Building 11 <sup>th</sup> Floor Eyeglass Store	2/24 Start of Sales
Nagoya	Wako Optical Sakae Store	2/24 Start of Sales
Kobe	Tokyo Optical Sogo Kobe Store Sogo Kobe Store Main Building 8 <sup>th</sup> Floor Eyeglass Store	

■ Suggested retail price: 250,000 JPY (tax not included)

TouchFocus™ is for those innovators that set the bar higher and go beyond what is considered possible. This epoch-making technology with refined design pushes the boundaries of how vision care can tackle the vision challenges we all face as we age.

TouchFocus™ will only be available at select retailers during the initial release stage. Mitsui Chemicals Inc. is planning to expand retail coverage throughout Japan by Fall 2018, with the goal of 100 retail locations carrying TouchFocus™ by Spring 2019 and annual sales of 50,000 pairs by 2022.

For more information, please visit the official TouchFocus™ website:

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