

## Reading without your glasses: praised by all its users, the GlassesOff application has already been downloaded over a million times.

*90% of French users have witnessed a great improvement in their near vision, and 9 out of 10 recommend the training, according to a satisfaction poll held in 2016.*

**New York, March 15, 2017** - The neurotechnology company InnoVision Labs Inc. has started developing and releasing to market a new generation of smart applications that aim at improving people's visual performance. After thirty years of research in the neuroscience field, and numerous articles in top scientific magazines, the application GlassesOff was launched in its French version in 2015. It is a unique smart device application used for the improvement of near sight, in order to eventually get rid of one's reading glasses. It is already available and supports iOS and Android.

GlassesOff is an application that works on brain plasticity. Its users train their visual cortex through entertaining exercises, which better the capacity of the brain to deal with the images that it constantly receives. That way, the optical deteriorations linked to the natural aging of the eye can be greatly reduced.

### What do users say about it?

*« I haven't needed my reading glasses in so long I can't even remember where they are right now! » Lisa*

*« The only thing I can't read now without reading glasses is the fine print on some bottles that I'm sure most people can't read either! » Melanie*

*« I am now back to my regular long distance glasses for everything. I am amazed and delighted and can't believe that this technology isn't all over the media. » Caroline*

The number of downloads (over a million) says enough about the users' craze for this new and simply life-changing technology. The satisfaction poll held in France in 2016 reveals that among the 500 users asked, an overwhelming majority of them praised the three-month program.

#### > Among the users asked:

- 98% said they enjoyed the GlassesOff training
- 85% were ready to recommend it to their peers (51% have already done)
- 89% could see progress in their near vision

#### > The program can work on all users, whatever their correction in near vision:

- 90% of people having had a correction in their near vision in the last five years said they could feel an improvement after using the program
- 100% of people having benefitted from a correction in their near vision in the last six months said they could read again without glasses, more or less easily, after completing the training

#### > Among the users who adapted to the program from the first test:

- 91% said they could feel an improvement in their near vision
- 82% reported that it has lowered or completely nulled their need of reading glasses

### Who is GlassesOff made for?

More than 80% of people over the age of 40 - that is, close to a billion people in the world - suffer from a deterioration of their near vision. GlassesOff is a simple, efficient and non-invasive solution to replace reading glasses in the battle against eye fatigue, headaches and a slowing down of reading pace, all natural effects linked to aging.

### What is exactly the app GlassesOff?

The program consists of three stages:

- 1- **A five-minute vision test**, in order to evaluate the advancements expected from the application;
- 2- **An intensive two to three-month** series of short sessions run at least three times a week, in order to start experiencing some results by the twentieth session;
- 3- **A sequence that maintains the benefits** of the app on the long term.

### About InnoVision Labs Inc. : <http://www.innovision-labs.com>

The neurotechnology company develops and sells software applications. Counting numerous first-rank Scientists and Digital Specialists, InnoVision Labs has created a technological platform that aims at boosting visual performance thanks to perceptive training. The product GlassesOff™ has been developed specifically to reduce or break the dependence on reading glasses by the people who start suffering from the effects of aging on their near vision after the age of forty. This innovative company has already raised 13M dollars since 2007.

### About the GlassesOff application: <http://www.glassesoff.com>

The general quality of one's sight relies on two things: the quality of the images that the eye perceives, and the ability of the brain to analyze those images. GlassesOff focuses on the cerebral part of the vision, by stimulating the neurons of the visual cortex, in order to develop the brain's capacity to deal with the images. The result is a global progress in near vision function, and an increased facility of reading without glasses. The high efficiency of this method has been proven many times by different studies made in renown universities in the USA, Israel and Germany. Several leading magazines such as Nature, Scientific Reports, and Vision Research have dedicated publications to the application, and many vision professionals have referred to it in conferences organised by the ARVO\*, the ECVP\*, and the AAO\*, amongst other organisations. (These are American and European scientific organisations on vision and ophthalmology, as will be detailed at the end of this publication). In France, the professional journals Cahiers Ophtalmologiques, Réflexions Ophtalmologiques and TV Ophtalmologie have addressed articles and interviews on this world-conquering app. Finally, it has also received many prestigious awards.

### Scientific Publications

- Advanced Perceptual Learning Techniques Induce Neuroplasticity to Enable Improved Visual Functions - Current Ophthalmology Reports, 2016
- Gains following perceptual learning are closely linked to the initial visual acuity – Nature Scientific Reports, 2016
- Training under spatial and temporal constraints improves crowded and uncrowded visual acuity - Journal of Vision, 2015
- Crowding is proportional to visual acuity in young and aging eyes - Journal of Vision, 2015
- Training improves visual processing speed and generalizes to untrained functions - Nature Scientific Reports, 2014
- Uncovering foveal crowding? - Nature Scientific Reports, 2014
- Training the brain to overcome the effect of aging on the human eye - Nature Scientific Reports, 2012

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- Learning to be fast: gain accuracy with speed -Vision Research, 2011
- Making perceptual learning practical to improve visual functions - Vision Research, 2009
- Neuroplasticity following perceptual learning for visual improvement - Expert review, 2009
- Improving vision in adult amblyopia by perceptual learning – PNAS, 2004

### Scientific presentations

- Control placebo study to test the efficacy of the GlassesOff scientific engine and mobile application – FENS, 2016
- The effect of perceptual learning on visual processing functions in professional baseball players – ACSM, 2016
- GlassesOff®: First data after one year in France – International Ophthalmology East-West Meeting, 2016
- Digital self-assessment application for identifying ADHD Symptoms – ARVO, 2015
- Training with dynamic mobile game for athletes shows significant improvement in speed of vision – FENS, 2015
- Training the brain to overcome the effect of ageing on the human eye - International Ophthalmology East-West Meeting, 2014
- Vision improvement in pilots with presbyopia following perceptual learning - AAO 2014
- Digital precise remote near visual sharpness evaluation on mobile devices - ARVO 2013 (The association for Research in Vision and Ophthalmology)
- Brain plasticity overcomes presbyopia - persistence over time - AAO 2013 (American Academy of Ophthalmology)
- Perceptual training on mobile devices improves near visual functions - ARVO 2012
- Perceptual training on mobile devices for the aging human eye - AAO 2012

### Main awards

- Appointment as the best nonsurgical presbyopic correction in Cataract & Refractive Surgery Today's journal in 2014.
- Appointment as a finalist in the Everyday Health Innovation Awards for the last International Consumer Electronics Show 2014
- Price "Awesome Award" in Alternative CES Awards in January 2014 FoxNews.com
- Appointment to top Emerging Breakthroughs in Science and Technology Reader's Digest Magazine in 2013
- Scientific publication "Training the brain to Overcome the effect of aging on the human eye," published in Nature is one of the most important of the year 2012 according to the magazine.

To get the media kit please follow this link: <http://www.glassesoff.com/media-kit-en.zip>