

Shamir  
InTouch™

## Shamir InTouch™

Are your everyday progressive lenses making it difficult for you to comfortably use your smartphone or tablet? Shamir InTouch™ will keep you connected to what's important!



INT-BRO-TRI-001416



ReCreating Perfect Vision®

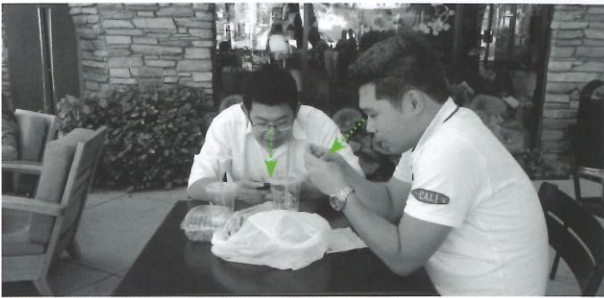
[www.shamir.com](http://www.shamir.com)





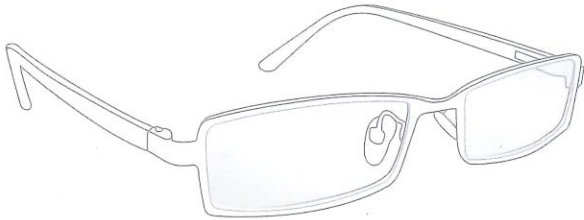
## Out of Touch?

Nearly everyone these days has a smartphone or a fancy pants tablet. While most people are playing Angry Birds, we know *you* actually have important work to do. That's why Shamir created Shamir InTouch™. Take a look at where you're holding this brochure. Now grab your smartphone and hold it up to use it. Did you catch the difference? You actually hold your smartphone, and other digital devices, at a different distance and angle than you would a book or newspaper.



Shamir InTouch™, optimizes your vision for your day-to-day needs with an enhanced zone for smartphone and tablet use.

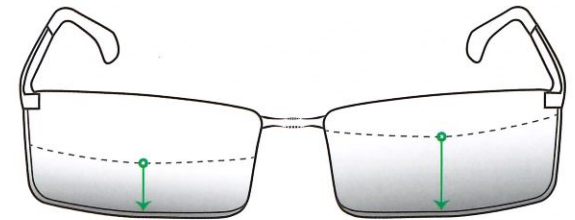
Shamir InTouch™ is an everyday progressive that has been designed to ensure that seeing your handheld digital devices is easy on the eyes. We've tailored the reading and intermediate areas to suit your needs perfectly!



## Power is the key!

What makes all the difference in this lens? Normally, the magnification (a.k.a. add) power in your lenses starts lower because you hold reading materials lower. But now that the world has gone digital, we've discovered that you hold your smartphone and tablet closer and higher up than when you hold a book. We started the magnification power sooner, so you can see your handheld devices *and* books clearly! Trust us, the results are amazing! With Shamir InTouch™, you have one solution for your everyday visual needs, including seeing your smartphone and tablet clearly!

### Enhanced for staying "in touch."



Simulation of magnification power in Standard Progressive

Simulation of magnification power in Shamir InTouch™

Shamir InTouch™ gets you to the good stuff faster.

## Shamir InTouch™ with your needs!

- Ideal lens for everyday needs, including frequent use of a smartphone or tablet
- Tailored specifically to how you hold your digital devices
- Designed to achieve your needed magnification faster, so you don't have to waste time searching for that sweet spot