



**SMITH LOWDOWN FOCUS SMART GLASSES NOW AVAILABLE FOR SALE ON  
[SMITHOPTICS.COM](http://SMITHOPTICS.COM)**

**TRAIN FOR PERFORMANCE: MENTAL FOCUS TRAINING FOR ENHANCED PERFORMANCE,  
POSITIVE MIND AND PERSONAL WELL-BEING**

**ANYWHERE WITH STYLE: HIGH QUALITY EVERYDAY SUNGLASSES SEAMLESSLY INTEGRATE  
UNIQUE BRAINWAVE SENSING TECHNOLOGY**

**Padua, October, 2, 2017** – SAFILO Group, the fully integrated Italian eyewear creator, manufacturer and worldwide distributor of quality and trust, announces today the market launch of its Brain Sensing Eyewear Smith Lowdown Focus **m**powered by Muse™. This follows its presentation at CES in Las Vegas in January.

The smart glasses can be purchased online now at [smithoptics.com](http://smithoptics.com) in North America and in other countries of the world, including UK, as of January 2018.

Smith Lowdown Focus is built on the SAFILO<sup>X</sup> eyewear platform, and integrates the latest brain-sensing and cognitive training technology with the iconic lifestyle eyewear brand belonging to SAFILO's portfolio, itself renowned for its industry leading eyewear design, quality, comfort and fit, and historical craftsmanship dating back to 1878.

This first ever application of brain-sensing technology onto eyewear offers the user focused coaching to enhance cognitive performance.

Studies have shown that, with regular use, people have observed improvement in their ability to increase their mental focus for better performance, including in decision making and carrying out tasks, gain a stronger sense of self-awareness, and manage emotions under pressure, thus lowering their stress and anxiety levels.

“With Smith Lowdown Focus, we offer a unique experience: wear stylish shades, stop from time to time and take a few minutes to learn to concentrate and empty your mind with real time feedback, and move forward with enhanced focus and purpose,” says Luisa Delgado, CEO of SAFILO Group. “Performance, well-being, and a positive mind are important aspirations in a world filled with exciting speed, demands and distractions. Training for performance, anywhere and at any time, through easy to wear stylish eyewear, will provide more consumers the opportunity to address this need, and adds yet another usage dimension for eyewear, already at the cross section of vision correction, sports, fashion, design, beauty and lifestyle.”

SAFILO has developed Smith Lowdown Focus in partnership with Interaxon Inc., the world leader in consumer brain sensing technology and makers of Muse, the world's bestselling EEG system. Interaxon's technology is used by scientists from hundreds of leading institutes around the world, including the Rotman Research Institute at Baycrest, MIT, McMaster University, NASA, and IBM.

Scientific research partnerships involving SAFILO<sup>X</sup> have been established, and involve leading neuroscience researchers and institutes including a program led by Michela Balconi, Professor of Neuropsychology and Cognitive Neuroscience, Head of Research Unit in Affective and Social Neuroscience, at the Cattolica University of Milan, focusing on students, top managers and athletes.

“We're excited to be collaborating with SAFILO to bring this product to the market and reach a broader audience with our brain-sensing technology,” said Derek Luke, CEO, Interaxon. “Currently Interaxon offers the largest EEG platform in the world and we are excited to see this creative application of our technology through Smith Lowdown Focus by SAFILO.”

Smith Lowdown Focus will be available in two different sizes (S/M & M/L) and three colour options (Black, Matte Gravy, and White). All models will be available with ChromaPop™ lenses, Smith's exclusive lens technology that allows wearers to see detail and colour beyond normal capabilities.

Safilo and Interaxon Inc. will display Smith Lowdown Focus mpowered by Muse and discuss further application plans at the Consumer Electronics Show in Las Vegas, January 9-12, 2018.

#### **About Safilo Group**

Safilo Group is the fully integrated Italian eyewear creator and worldwide distributor of quality and trust, leader in the premium sector for sunglasses, optical frames and sports eyewear. Design inspired and brand driven, Safilo translates extraordinary design into excellent products created thanks to superior craftsmanship expertise dating back to 1878. With an extensive wholly owned global distribution network in 40 countries – in North and Latin America, Europe, Middle East and Africa, and Asia Pacific and China – Safilo is committed to quality distribution of its products all around the world. Safilo's portfolio encompasses Carrera, Polaroid, Smith, Safilo, Oxydo, Dior, Dior Homme, Fendi, Banana Republic, Bobbi Brown, BOSS, BOSS Orange, Céline, Elie Saab, Fossil, Givenchy, havaianas, Jack Spade, Jimmy Choo, Juicy Couture, Kate Spade, Liz Claiborne, Marc Jacobs, Max Mara, Max&Co., Pierre Cardin, Saks Fifth Avenue, Swatch, and Tommy Hilfiger.

Listed on the Italian Stock Exchange (ISIN code IT0004604762, Bloomberg SFL.IM, Reuters SFLG.MI), in 2016 Safilo recorded net revenues for Euro 1,253 million.

#### **About Interaxon**

At Interaxon, we develop engaging experiences using brain sensing technology that free you from physical, emotional and mental obstacles so you get more out of every moment. Our mission is to enable you to live a happier, healthier and more connected life with leading brainwave technologies and experiences. Our flagship product is the Muse headband, a brain sensing headband that makes meditation easy and provides real-time audio and visual feedback on your meditative state through the Muse companion app. To learn more please visit [www.choosemuse.com](http://www.choosemuse.com).

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