

GUNNAR

LEADING THE WAY IN
PERFORMANCE & PROTECTION
FOR ALL EYES



IN THE BEGINNING

- In the early 2000's, Matt Michelsen was plagued with nagging headaches at work
- His optometrist diagnosed him with *Digital Eye Strain*
- Matt and his wife, Jennifer, foresaw *Digital Eye Strain* affecting families around the world with the rise in technology use
- They teamed up with an expert - Joe Croft, optical engineer
- In 2006, the three visionaries set out to provide protection for all eyes and formed the company, GUNNAR Optiks (named after the Michelsen's son).



Co-founder, Jennifer Michelsen

5 KEY GUNNAR FACTS

1. Category pioneer since 2006.
2. Only patented gaming and computer eyewear recommended by doctors to protect and enhance your vision.
3. GUNNAR glasses combat symptoms associated with Digital Eye Strain and prolonged exposure to harmful blue light.
4. The first company to launch gaming glasses designed for kids.
5. License deals with #1 in game industry partners: Razer, ESL (esports) and Ubisoft

[WATCH THE GUNNAR DIFFERENCE TRAILER HERE](#)

SHARK TANK



GUNNAR TRIVIA - featured on Shark Tank (Season 9, 2018)



THE GUNNAR PROMISE

“ULTIMATE PERFORMANCE & PROTECTION FOR ALL EYES”



GAMING



COMPUTER



YOUTH



READING & PRESCRIPTION

GUNNAR

PERFORMANCE & PROTECTION

CATEGORY
LEADER
SINCE 2006

GAMERS
WEAR
GUNNARS

PARTNERED WITH
LEADING GAME
INDUSTRY BRANDS

GOLD STANDARD,
STOCKED IN
RETAIL STORES

ALL EYES
COVERED

CLINICALLY
PROVEN & DR.
RECOMMENDED

PATENTED LENS:
TINT, POWER, CURVE
#9417460



OUR PROMISE



ULTIMATE PERFORMANCE
AND PROTECTION FOR ALL EYES

OUR TRIBE

Technically savvy and tuned in, they like competition and play to win. They prefer premium brands, enjoy independence and don't conform to the mainstream.

GAMERS

FANATICS ABOUT GAMING, THEY TAKE PERFORMANCE SERIOUSLY AND KEEP UP WITH INDUSTRY NEWS AND TRENDS. THEY ARE ENTERTAINMENT ORIENTED AND FEEL INSECURE WITHOUT DIGITAL DEVICES.

COMPUTER

RELY ON THEIR DIGITAL DEVICES WHETHER A DESIGNER, DEVELOPER, ENGINEER OR STUDENT, THEY ARE CONSTANTLY PLUGGED IN. THEY KNOW THEY MUST PROTECT THEIR EYES WHILE LOOKING SHARP.

KIDS

A NEW GENERATION WHOSE USE OF DIGITAL DEVICES IS SECOND NATURE. THEY RUN THE RISK OF SUFFERING FROM LONG TERM EYE ISSUES WITHOUT THE PROPER PROTECTION.

TEAM VALUES

TEAMWORK
RESULTS DRIVEN
INNOVATION
INTEGRITY
BEST QUALITY
ENGAGE GAMERS

OUR BRAND

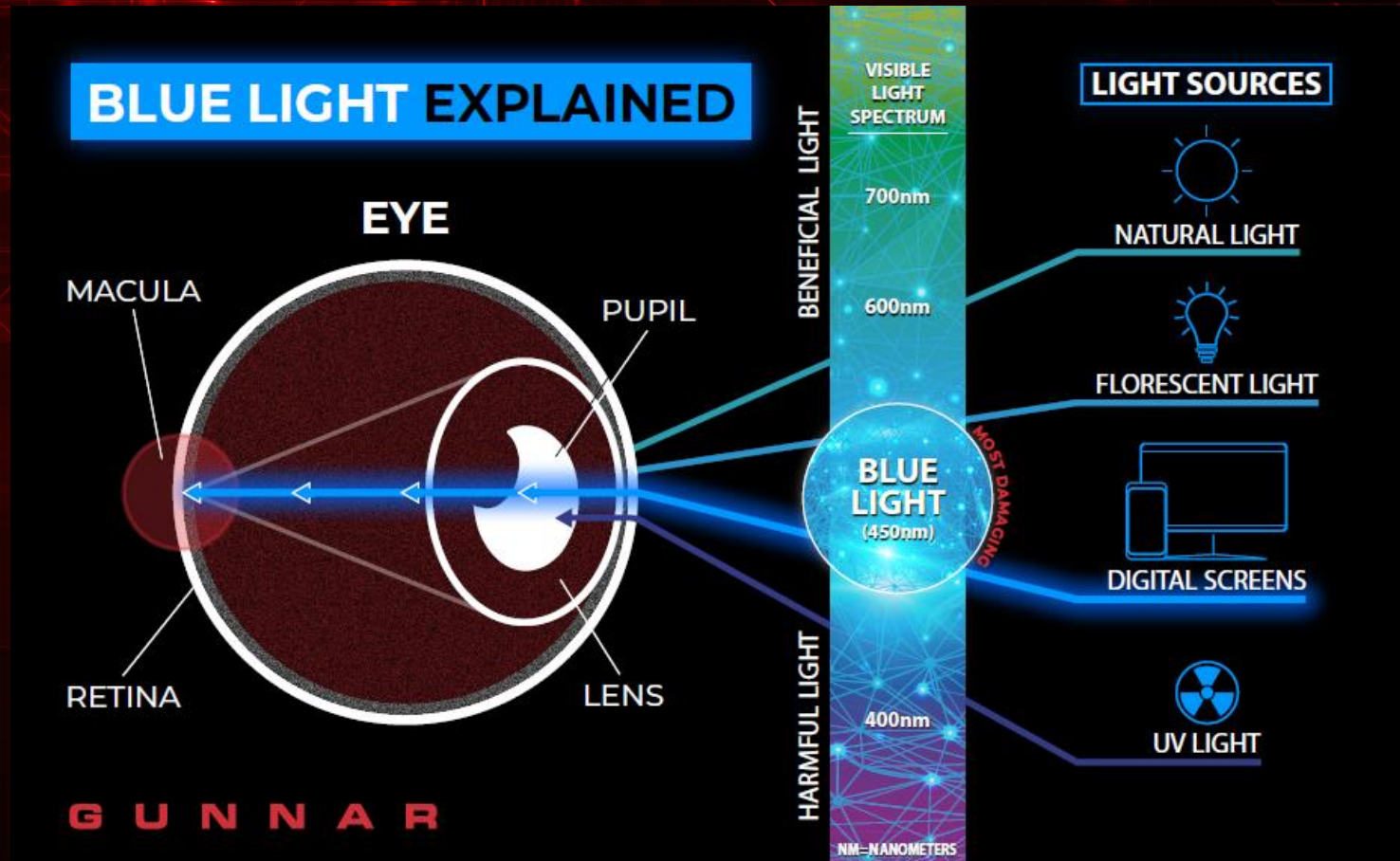
VOICE
TO THE POINT
PERSONABLE
CONFIDENT
COOL
SENSE OF HUMOR
NO BS

PERSONALITY
TRUSTWORTHY
INDEPENDENT
INTELLIGENT
INNOVATIVE
ENTHUSIASTIC

DIGITAL SCREEN USE – THE THREAT IS REAL

- The Vision Council estimates that **70% of Americans suffer from digital eye strain** in one form or another
- **“More than half the world will need glasses by the year 2050”,** Dr. Miki Lyn Zilnicki, O.D, F.C.O.V.D.
 - [Study](#) published Clinical & Experimental Optometry links smart phone use and myopia (short sightedness)
- **“Extended use of these (digital) devices has also been shown to cause symptoms of dry eyes, blurred vision and headaches.”**
 - The American Optometric Association [recent study](#) on blue light and effects on children
- University of Alabama [study](#) showed a **direct correlation between proper vision protection and productivity**

WHAT IS BLUE LIGHT?



- Digital screens emit strong HEV blue light waves to enhance brightness and clarity
- HEV blue light, particularly at the 450nm wavelength, penetrates the eye all the way back to the retina
- GUNNAR's patented lens is engineered specifically to block this type of harmful blue light to protect the eyes

GUNNAR LENS - PATENT EXPLAINED

- LENS Patent* [#9417460](#)
- Covers 3 key components:

1. **TINT** = blocks harmful blue light rays
2. **FOCUSING POWER** = helps with eye strain
3. **CURVE** = reduces dry eyes



1. Color: Filters Blue Light, Sharpens Contrast

- Sun Protection Factor (SPF) = skin protection from the sun
- Blue Light Protection Factor™ (BLPF) = eye protection against artificial blue light



Clear Lens



Amber Lens



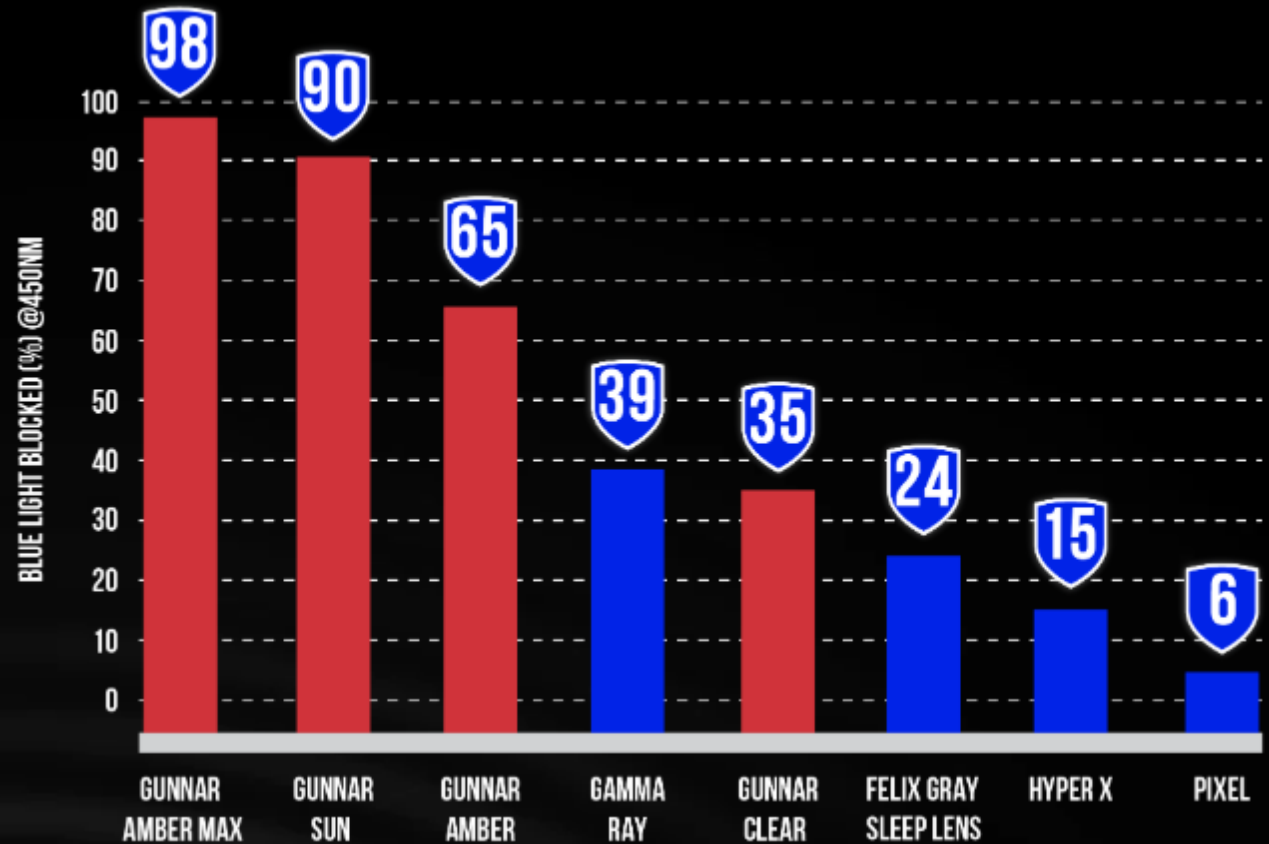
Sun Lens



Amber Max Lens

- GUNNAR leads the way with 4 lens tint options, with more on the way

COMPETITOR COMPARISON CHART



Test conducted by Wanxin Optical Lab in Danyang, China on 1/19/2020

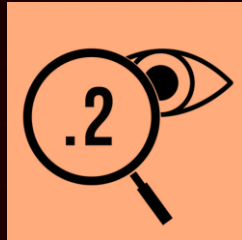
2. Focusing Power: Reduces Strain, Enhances Focus

- Patent Power Range: +.01 to +2.5
- GUNNAR-Focus is +0.2 - the Amber Lens standard
- However, GUNNAR offers focus options for everyone:



Natural-Focus

See digital screens naturally while protecting your eyes



GUNNAR-Focus

Aids natural focusing for sharper vision at close distances



Reading

Provides additional focusing power for those who need it

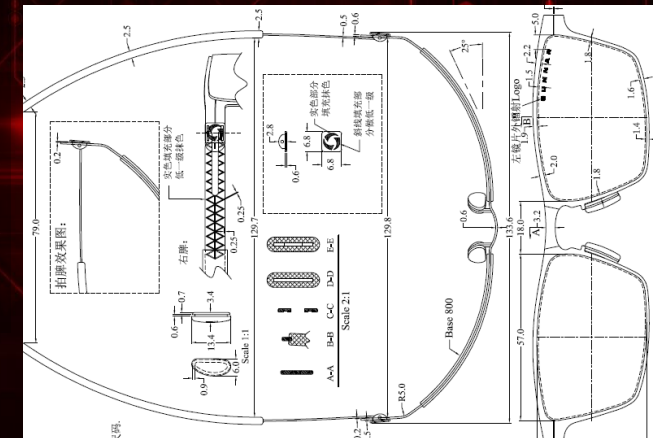


Prescription

Provides a custom solution for those with specific needs

3. Curve: Limits Air Currents, Prevents Dry Eyes

- Curvature of lens is designed to trap thin layer of moisture
- + wrap around frame designs e.g. for gaming glasses, also engineered to help combat dry eyes



DOCTOR RECOMMENDED

- Doctor of Optometry on staff – advisory & educational role
- Dr. Zilnicki is part owner of Twin Forks Optometry & Vision Therapy in Long Island - <https://twinforksoptometry.com/>
- Extensive experience in family eye care with a specialty and passion for pediatrics, vision training and neuro-rehabilitation with traumatic brain injury patients.

“Protective eyewear with lens technology, such as GUNNAR glasses play an important and critical role in protecting our eyes from the effects of digital eye strain and blue light emitted from our digital devices.”



Dr. Miki Lyn Zilnicki, O.D., F.C.O.V.D.

GUNNAR

PERFORMANCE & PROTECTION

THANK YOU!

www.gunnar.com

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