

The Optical Metaverse press release

For immediate release

My Vision Show
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My Vision Show, the innovative platform that has provided thousands of eye care professionals a more accessible way to view and participate in live stream events has now taken their program to the next level.

My Vision Show has consistently delivered an inclusive format that includes free education on current and emerging trends, access to a broad range of vendors and products from across industry verticals, and a flexible experience that includes live networking and on-demand replays.

When faced with the challenge of creating better “real-life buying experiences “ for products such as eyeglass frames, My Vision Show creator, Charlene Nichols assembled a team of graphic designers and 3-D engineers to build a customized virtual world complete with interactive trade show booths and controllable avatars that eye care professionals can use to navigate this immersive experience.

The development of this 3-D exhibit area resulted in Nichols’s discovery of the emerging trend in metaverse development. As an early adopter of new technologies, the My Vision Show Team understood the impact of virtual experiences not only for events but for other activities such as shopping. The team set to work developing a complete metaverse with separate areas for retail shopping and wholesale events.

The convention center features 3 event atriums and will host events for optical, optometry, nft, art, fintech, fashion and music industries. The first event - The Optical Metaverse event, is scheduled for Oct 7, 2022.

Brands include leading frame designers, Kirk & Kirk, David Green, and KAZOKU Lunettes are among the creative frame brands who will host 3D exhibits during the show. Break out brands such as MD Elite, a new IPL manufacturer, and Eyeli, which offers an app to assess myopia and binocular vision disorders, are also among the early adopters.

“Perhaps the most exciting advancement in the platform is the focus on product simulation. With a full team of in-house 3D generalists, anything is possible,” says Nichols. Surfacing equipment manufacturer NCRX and renowned equipment distributor Vision Equipment are among the first equipment companies to embrace the magic of automation for better opportunities to

demonstrate their products. Recently Lucyd, an independent smart eyewear provider, also joined the growing list of innovative brands embracing this opportunity.

The Optical Metaverse is not just for physical products, either. Akrinos, LLC, for example is a powerhouse team who works with cold start practices and doctor transitions. Akrinos team shared "Being part of the Optical Metaverse allows us to interact with fellow technology-minded industry professionals and affords new ways for us to help private practices thrive in the rapidly modernizing eyecare environment."

Aligned with My Vision Show's core philosophy of inclusivity, the event will focus on providing a diverse range of exhibits. All eye care professionals are invited to participate regardless of their role in the industry.

"This is a very important moment for our industry," explains Nichols. "We are no stranger to innovation as a community but while innovation has kept up with the demands of the consumer, the industry has been slow to adopt the new tools. We simply do not want anyone to be left behind so that is why we are racing ahead of this trend and assuming a facilitator role."

The designers of the Optical Metaverse have paid close attention to user experience. Attendance to the show will remain free for all who have previously registered and for members of the official Facebook community. All exhibitors will have a limited number of passes so please reach out to your favorite vendor to request a free pass.

The revolutionary event will feature browser accessibility which means the use of a VR headset will not be necessary to enjoy the immersive experience. Other features include an integration with the Frames Library app and built in chat with each booth. "This is an exciting time in history to see our two-plus decades of work being put to good use," says Ludwig Heymbeeck. As early innovators in virtual try-on technology, it is great to see the consumer demand come to the maturity that we knew was only a matter of time to occur. We are proud to be a part of this experience and welcome all new frame companies to provide their technology through our platform."

Dr. Irina Yakubin, co-producer of My Vision Show and advocate for young optometrists is also excited about the project; "Vision care providers should be at the forefront of changing technology, especially when it comes to electronic devices. It's tough to change a mindset in an industry that has been reactive and not proactive, but I'm trying to lead by example," says Yakubin.

Exhibitor opportunities are extremely limited and the team at My Vision Show and the Optical Metaverse is working hard to create participation opportunities for all interested exhibitors and collaborators. If you'd like to learn how to become a partner of the event or if you are interested

in a free ticket to attend you can send an email to info@myvisionshow.com. Updated information is available at myvisionshow.com