

The Optical Foundry Innovates Industry-Leading Augmented Reality Shopping Experience

Window shopping just got a futuristic makeover with hyper-realistic renderings for a virtual try-on experience straight from your phone.

MINNEAPOLIS, Minn. (March 18, 2023) – The Optical Foundry, holding company of prominent indie eyewear brand OGI Eyewear, proudly announces the launch of its Optical Foundry Mobile App, that allows for a best-in-class Virtual Try-On (VTO) experience. The free web application utilizes state-of-the-art technology for visually accurate, hyper-realistic remote fittings. The App is available across each of The Optical Foundry’s member brands, including collections of award-winning optical, lifestyle, and activewear frames.

“We are so proud to offer an actual tool versus the other toys in the crowded VTO product space,” said Rob Rich, President of The Optical Foundry. “By innovating at the leading edge of eyewear and technology, we are able to achieve our goal of supporting independents in their independence. Our App facilitates an unprecedented level of convenience and a curated eyewear fitting experience for Opticians, Optometrists, Ophthalmologists, and individual patients for pre-selection.”

We Put in the Work; You Have the Fun

Unlike other VTO options, The Optical Foundry's app utilizes industrial Computer-Assisted-Design (CAD) drawings of each frame paired with Apple’s True Depth Camera to map 30,000 dots of the face in real-time, scaling to size for the most accurate fit possible.

Users will have access to hundreds of frame styles and color options from their phones. The application allows for a true 360-degree try-on experience: turn any angle, catalog the frame fit, and capture ambient light. The user can take and send screenshots to friends and select their favorite styles before even stepping foot in an Optician’s office.

The Optical Foundry’s App brings the entire catalog to optical professionals’ pockets, enhancing customer experience by providing options beyond in-store inventory and streamlining the process. Opticians can efficiently manage their inventory and keep tabs on the newest releases on the go.

The current catalog includes collections from OGI, Red Rose, Seraphin, Seraphin Shimmer, SCOJO New York, and sister brand Article One.

Seeing is Believing

The Optical Foundry app is compatible with Safari browser and any iPhone (10 or above) or iPad Pro with Facial Recognition.

To experience The Optical Foundry app visit optical-foundry-ar-app.web.app.

Please direct media inquiries to [insert email].

About OGI Eyewear

OGI Eyewear is an independent and innovative premium fashion eyewear brand founded in 1997. It is the parent company of prominent indie eyewear brands I.a.Eyeworks, OGI Eyewear and Article One. As a design house, it aims to offer a diverse range of eyewear in terms of style and price point to accommodate shoppers and patients alike. The Optical Foundry has a commitment to the highest quality of production at the most economical price.

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