

April 3<sup>rd</sup>, 2018

Mitsui Chemicals, Inc.

## Interactive Digital Showcase combines real with virtual in industry first

Distinctive digital media brings TouchFocus™ e-focus eyewear in focus

Mitsui Chemicals, Inc. (TOKYO: 4183; President & CEO: Tsutomu Tannowa) has announced it will introduce Interactive Digital Showcases (“Touch The TouchFocus”) to promote TouchFocus™ e-eyewear for near and far vision at select TouchFocus™ retail locations.



TouchFocus™ e-focus instantaneously adjustable eyewear for near and far vision made its debut in Japan on February 15, 2018. With a touch to a sensor installed in the temple, the eyewear changes focus from far to near instantaneously, providing a wide area of vision with minimized swim and distortion.

In collaboration with international acclaimed digital promotion agency BIRDMAN Inc., “Touch The TouchFocus” was created as a completely novel way to promote TouchFocus™ utilizing the latest in interactive and digital media.

A transparent display is overlaid onto actual TouchFocus™ eyewear nestled inside the center of the showcase. By interacting with the display, information is virtually displayed in concert with the eyewear, combining the real and virtual into a comprehensive experience. Users lead with their interest, from simulating the TouchFocus™ visual experience to exploring the hidden technology. Go beyond what is considered possible and reach out and “Touch The TouchFocus” for yourself.

### ■ [Touch The TouchFocus] Selected Retail Locations

Retail Store	Start of Use
Tokyo Optical Seibu Ikebukuro Branch Seibu Ikebukuro Store Main Building 9th Floor Eyeglass Store	4/4~
Nihombashi Mitsukoshi Main Store Main Building 7th Floor Eyeglass Store	4/11~
Tokyo Optical Sogo Yokohama Branch Sogo Yokohama 8th Floor Eyeglass Store	4/17~

For more information, please visit the official TouchFocus™ website: <https://touchfocus.com>