



Press Release

Vuzix Partners With Rochester Optical To Provide Prescription Frames and Lenses For M100 Smart Glasses

Strategic Collaboration Between Smart Glasses Manufacturer and Optical Company Align to Provide Enhanced Functionality and Fashion Frames for Award-Winning M100 Smart Glasses

September 11, 2014 – Rochester, NY – [Vuzix® Corporation](#) (OTCQB: [VUZI](#)), a leading supplier of Video Eyewear and Smart Glasses products in the consumer, commercial and entertainment markets, announced today a strategic collaboration with Rochester Optical to provide fashion frames and prescription lenses for M100 Smart Glasses wearers. Rochester Optical's patent pending Smart GOLD lenses will allow for M100 Smart Glasses wearers to have visual acuity gazing at the display as well at the world around them.

Although the M100 allows for flexibility with regard to where the display can be mounted, positioning of the display is critical with regards to prescription eyewear in order to generate a clear and natural image. Normal prescription lenses are not designed to optimize the visual acuity in those upper or lower gaze directions, leading to blurry image and visual fatigue.

Rochester Optical researchers have created a new digital lens design where special care is taken to remove unwanted aberrations perceived by the wearer in the directions of sight associated with the smart glasses display, allowing the wearer a clear vision of the display through the user lens while keeping the rest of their view clear and natural per their normal prescription.

In addition, Rochester Optical has signed on with Vuzix as a Value Added Reseller of the M100 Smart Glasses and will be reselling the M100 through their network of distribution partners in the eyewear professional marketplace. This new sales and marketing partnership is another development in the Company's growth strategy to expand market outreach in the fast growing wearable technology space. Vuzix will also join Rochester Optical in their tradeshow booth at the upcoming Vision West Expo in Las Vegas from September 18-20 and will showcase the M100 Smart Glasses on many different frame styles.

"We are excited by the opportunities created by this partnership and for the customers that will benefit from this technology. Over 60% of the U.S. population require prescription glasses, and our collaboration with Rochester Optical will provided a unique solution for smart glasses that not only enhance the quality of the product but also the design and style. We believe that with Rochester Optical's digitally optimized Smart GOLD lenses, we will be able to lead the charge in proliferating our smart glasses to both Enterprise and the prosumer markets," said Paul Travers, President and CEO of Vuzix.



Press Release

“What a great fit, there are over 40,000 Eye Care retail outlets in the United States that would benefit from expanding into a fast growing and profitable segment of wearable technologies. Offering Vuzix M100 Smart Glasses with a custom solution using our Smart GOLD lenses makes an easy connection for customers to receive the best prescription solution for their smart glasses available today,” offered Patrick Ho, President of Rochester Optical.

About Rochester Optical

Rochester Optical is a diversified manufacturer of ophthalmic lenses, eyewear, and is a full service wholesale digital optical laboratory with over 80 years of experience. They continue to serve eye care professionals and corporate customers with an eye on service and innovation.

About Vuzix Corporation

Vuzix is a leading supplier of Video Eyewear and Smart Glasses products in the consumer, commercial and entertainment markets. The Company's products include personal display and wearable computing devices that offer users a portable high quality viewing experience, provide solutions for mobility, wearable displays and virtual and augmented reality. Vuzix holds 39 patents and 10 additional patents pending and numerous IP licenses in the Video Eyewear field. The Company has won Consumer Electronics Show (or CES) awards for innovation for the years 2005 to 2014 and several wireless technology innovation awards among others. Founded in 1997, Vuzix is a public company (VUZI.QB) with offices in Rochester, NY, Oxford, UK and Tokyo, Japan.

Forward-Looking Statements Disclaimer

Certain statements contained in this news release are "forward-looking statements" within the meaning of the Securities Litigation Reform Act of 1995 and applicable Canadian securities laws. Forward looking statements contained in this release relate to and include our involvement with Rochester Optical, the success of the new M100 prescription glass mounts and sales into the eye care professional marketplace and its impact on our M100 business, and the value of the IP portfolio, among other things, and the Company's leadership in the Video Eyewear and AR display industry. They are generally identified by words such as "believes," "may," "expects," "anticipates," "should" and similar expressions. Readers should not place undue reliance on such forward-looking statements, which are based upon the Company's beliefs and assumptions as of the date of this release. The Company's actual results could differ materially due to risk factors and other items described in more detail in the "Risk Factors" section of the Company's Annual Reports and MD&A filed with the United States Securities and Exchange Commission and applicable Canadian securities



Press Release

regulators (copies of which may be obtained at www.sedar.com or www.sec.gov). Subsequent events and developments may cause these forward-looking statements to change. The Company specifically disclaims any obligation or intention to update or revise these forward-looking statements as a result of changed events or circumstances that occur after the date of this release, except as required by applicable law.

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