

MEDIA POSITIONING

Smart eyewear people will wear

The smart-eyewear market will not be won by adding the most technology. It will be won by making useful technology feel natural enough to wear all day.

Eyewear first. Smart technology built in.



THE SONAVUE OPPORTUNITY

Smart eyewear moves beyond early adopters when performance, style and privacy work together.

Two barriers. Two SonaVue answers.

**Looks like technology**

Bulky, device-led frames make smart eyewear feel like a public statement.

**Eyewear-led design**

HWA, Jona and K-Man begin with recognisable frame shapes and all-day comfort.

**Privacy hesitation**

Visible cameras create concern for wearers and for everyone around them.

**Useful, camera-free audio**

Open-ear listening, calls and EarDance AI support—without a camera or display.

THE MEDIA STORY

SonaVue moves smart eyewear from something people demonstrate to something they choose to wear.



HEARING, REIMAGINED

Harmonix Smart Reader Strategy Optimised for Optical

Harmonix has developed a focused Smart Reader assortment that delivers the highest consumer demand while maintaining a simple, productive retail range.

The OTC Optical collection includes four carefully selected reader strengths:

+1.0d**+1.5d****+2.0d****+2.5d**

Together these powers are estimated to satisfy approximately **95% of over-the-counter reader demand**, enabling Optical stores to offer an extensive customer solution without the complexity of a full traditional reader assortment.



THE READER MARKET - AGES

50-65

Between the age of 50 half the population need readers, but by 65 the majority require readers.
4 lenses cover 94% of reader needs

MORE THAN READING GLASSES

Every Harmonix Smart Reader combines premium vision with connected technology, including:

- Open-ear Bluetooth audio
- Hands-free calling
- Music and podcast streaming
- Voice assistant compatibility
- All-day comfort
- UV protection
- Premium lens options

Consumers receive the convenience of reading glasses together with the functionality of everyday smart eyewear.

**PHOTOCHROMATIC PROGRESSIVE BLUE
LIGHT FILTERING LENSES**

Lenses designed for all day wear, with progressive lenses suited to mobile phone scrolling and distance (driving) with focal areas sized to reduce neck tilt and fatigue.



Looks like premium eyewear.
Works like earbuds.

€129-249

Pricing options for everyone

THE ECOSYSTEM

One brand. Full Optical Smart Audio hearing ecosystem.

STANDARD



HWA
Regular Photochromatic Polarized
OTC 1.0/1.5/2.0/2.5d

AVAILABLE

PREMIUM



K-Man
Regular Photochromatic Polarized
OTC 1.0/1.5/2.0/2.5d

AVAILABLE

PREMIUM



Jona
Regular Photochromatic Polarized
OTC 1.0/1.5/2.0/2.5d

IN STORES

PREMIUM



Cate
Regular Photochromatic Polarized
OTC 1.0/1.5/2.0/2.5d

IN DEVELOPMENT

THE FUTURE OF HEARING

PREMIUM / PRO



HearMore
Smart hearing aid glasses

IN DEVELOPMENT

THE RANGE

Retail Ready Gift Boxes

Age Need (Share of Age Group)	1.0d	
	40-44	70%
	45-49	35%
	50-54	15%
	1.5d	
	40-44	30%
	50-54	55%
	55-59	50%
	2.0d	
	50-54	35%
	2.5d	
	60-64	40%
	65-69	55%
	70-74	55%

Regular Non-Rx



Photo-chromatic 1.0 diopter



Photo-chromatic 1.5d diopter



Photo-chromatic 2.0d diopter



Photo-chromatic 2.5d diopter



Benefits for Optical Stores

- Covers approximately **95% of OTC reader demand** with only four powers.
- Simplifies inventory** management while maximising consumer coverage.
- Improves shelf productivity** and inventory turns.
- Introduces innovation** into the reader category through smart audio technology.
- Encourages repeat visits** and future prescription upgrades.
- Increases average transaction value** with a premium connected product.

Photochromatic Lens Strategy

Adaptive lenses for changing daily UV conditions

Smart eyewear designed for all-day wear

Harmonix SonaVue combines open-ear audio with adaptive photochromic lenses, creating smart glasses that customers can wear naturally throughout their day.

The lenses remain clear indoors and progressively darken when exposed to ultraviolet light outdoors. This automatic adaptation reduces the need to switch between everyday glasses, smart audio glasses and sunglasses—making SonaVue a more practical and wearable technology proposition.

Why photochromatic matters

One frame. More of the day.

- Clear and comfortable for indoor use
- Automatically darkens in response to outdoor UV exposure
- Helps reduce the intensity of bright sunlight and glare
- Returns towards clear when UV exposure is removed
- Supports seamless movement between work, travel and leisure
- Makes the integrated open-ear audio technology useful throughout the day

Designed for a changing environment

UV levels are dynamic. They vary by time of day, season and location, but also according to changing atmospheric and environmental conditions.

Cloud type and density, atmospheric haze, ozone levels, altitude and reflections from water, sand or snow can all affect the amount of UV reaching ground level. Consequently, a cool or partly cloudy day can still produce meaningful UV exposure—and visual brightness alone is not a reliable indicator.

Harmonix photochromic lenses use UV exposure as the activation trigger. As exposure increases, the lenses progressively darken; when it reduces, they gradually return towards clear. This creates eyewear that adapts naturally as customers move between indoor and outdoor environments and as conditions change throughout the day.



New Premium Tortoiseshell Brown Lenses



SonaVue Black Frames



HWA

Jona

K-Man