

Introducing Apple Focus Flow — specialized computer glasses that help reduce eye strain

Created in consultation with Bascom Palmer Eye Institute, Apple Focus Flow uses advanced imaging technology to reduce eye strain and prevent damage.

Toronto, Ontario — Apple today introduced Apple Focus Flow, new specialized computer glasses designed to minimize eye strain and potential long-term damage associated with prolonged screen time. Developed in consultation with one of the best eye institutes in the world—Bascom Palmer Eye Institute, Focus Flow incorporates cutting-edge imaging technology to make personalized lens adjustments, enabling a more comfortable and sustainable viewing experience.

As the demand for digital devices continues to grow, prolonged exposure to screens has become a leading cause of eye fatigue, headaches, and disrupted sleep cycles. Apple Focus Flow addresses these concerns with a unique combination of advanced blue light filtering, dynamic focus adjustment, and micro-pulse contrast optimization to create a seamless, strain-free viewing experience.

Key Features of Apple Focus Flow:

- **Advanced Blue Light Filtering:** Reduces exposure to harmful blue light, helping to alleviate eye strain and support healthier sleep patterns.
- **Dynamic Focus Adjustment:** Utilizing advanced eye recognition tools, Focus Flow creates custom lens profiles for each individual user. It then automatically fine-tunes focal settings to reduce stress on the eyes during prolonged screen use.
- **Micro-Pulse Contrast Optimization:** Enhances contrast and sharpness, improving visual clarity in various lighting conditions. to create a seamless, strain-free viewing experience.
- **Seamless Apple Integration:** Works in tandem with macOS and iOS devices, offering personalized screen-time insights and reminders through the Health app.

Like all Apple products, Apple Focus Flow will be available in multiple frame styles and prescription options, ensuring accessibility for a wide range of users.

“At Apple, we believe technology should improve lives in meaningful ways,” said Tim Cook, CEO, Apple.

“Apple Focus Flow is a testament to our commitment to innovation and user well-being, providing a groundbreaking solution that helps people stay comfortable and focused in a digital-first world,” he added.

Pricing and availability: Apple Focus Flow is priced at \$89.99. Pre-orders begin this summer, with availability in Apple Stores and online later this year.

For more information, visit apple.com/focusflow