



OKIA IS ONLINE!

WWW.HDACETATE.COM: THE WORLD OF HIGH DEFINITION IS NOW ONLINE

Okia, the innovative Hong Kong-based eyewear company, is delighted to announce the launch of its new website devoted to the patented HDA® Technology.

Original graphics and bright colours, together with a strong visual impact, are the ingredients that best describe the incredible effects of HDA® Technology and which form the basis of the new website. In order to clearly show and communicate the numerous facets of this patented technology, www.hdacetate.com features the latest HDA® frames images, offering journalists and designers a pleasant tool to discover Okia's collections and events. A second step in the evolution and improvement of the new website will include the launch of an interactive function named "Design your own", that will allow customers, designers and

journalists to create their favourite HDA® frame.

The new website combines a modern and attractive design with an extremely intuitive navigation to make the viewer enjoy the latest news from HDA® collections in a simple and immediate way.

Conceived to create a direct and interactive bond with its users, this innovative platform will offer you the opportunity to enter the extraordinary world of HDA® Technology wherever you are!

Publicato il 02-09-2011

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