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Silmo d'or: nomination for Okia



Okia, the Hong Kong-based producer that operates in the optics sector, will be presenting at Silmo 2008 its exclusive and patented High Definition technology which makes it possible to create avant-garde decorative effects on acetate frames.

At the international showcase in Paris, it will be possible to check out the surprising definition of the variety of patterns and rich colors during Okia's presentation of a collection of acetate models created with the HD technology. Patterns range from animals to flowers and geometrical decorations like stripes, squares and tartan, with a depth of effect and brilliant colors that are very close to the original.

In confirmation of the innovative value of Okia's exclusive HD technology, Reinvent has been nominated for the 'Frame Technological Innovation' category at Silmo d'or 2008.

With Okia's HD technology, colors and textures are given a completely new level of resolution that enhances details by, for example, reproducing inlaid metal. The spectrum of colors, gradations and patterns that can be reproduced on a frame is so wide that it gives an infinite number of possibilities for designing eyewear and for meeting the more sophisticated demands of the segment's creative people. The creative applications using Okia's HD technology also meet the requests of the top segment of the market, thanks to the promptness of the production and delivery stages and the exclusiveness of the service.

Lastly, Okia has recently produced a new HD Newsletter to inform sector operators about the world's fashion trends and HD technology's potential for eyewear applications. To receive the newsletter, contact hd@okia.com.

www.eyesway.com