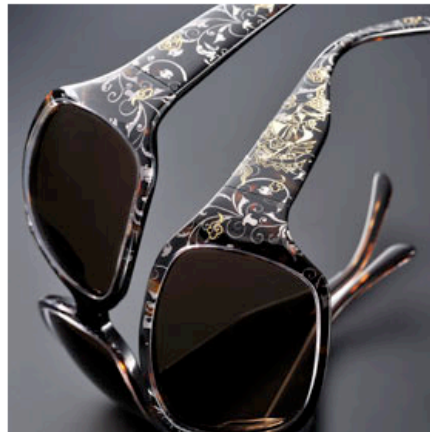


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Three of the company's products chosen in Product and Process categories

Okia has again been recognized at world level: three of its products were chosen as the winners of the iF Material Award 2010 in the "Product" and "Process" categories.

The ultra-slim Radiant lenses, chosen in the "Product" category, are for presbyopia and are made from new materials. Their incredible lightness make them extraordinarily comfortable to wear and their patented design gives the eyes a surprisingly bright appearance. Radiant lenses are extremely strong and are four times more shockproof than acrylic lenses for presbyopia: even after drilling, piercing with nylon wires or undergoing high stress levels, they won't break or alter. The lenses are available with protection from UV-400 rays and they can be given different characteristics thanks to specific surface treatments.

Zicai and Legend of the Mask were selected in the "Process" category.

The revolutionary Zicai eyeglasses were inspired by the Chinese decorations traditionally used for perfume bottles. They are made from Casting High Definition (HD) Acetate, a patented acetate offering a new world of exceptional patterns and fluttering 3D weaves for frames. Thanks to this technology, it is possible to combine on a single frame a wide range of specific colors, tones and patterns that remain distinct and clear because they are totally embedded in the crystalline coating. High dimensional stability made possible by HD technology improves frame reliability and comfort.

Legend of the Mask sunglasses are also made from patented High Definition Acetate. They were inspired by Face Changing, one of the most fascinating of China's arts. In Chinese opera, the costumes are painted masks representing the mood of the character: while still on the stage, the actors can change their masks in a heartbeat.

The patterns are in gold and gunmetal with a strong metallic touch and a feeling of elegant luxury. The metallic lines create a detailed pattern that stands out against the semi-acetate thanks to the BMT technique by which engravings of any kind can be made.

A double layer of BMT is also applied to create the illusion of a spectacular and vivid 3d effect.