

**» World Optical News****HDA® TECHNOLOGY BY OKIA: WHAT MAKES IT UNIQUE**

HDA® (High Definition Acetate) Technology is a technology patented by OKIA and used to realize patterns on acetate sheets. Thanks to this technology, that allows the transformation of textures and colours into crisp high definition which shows depth, it is possible to obtain a wide range of specific colours, gradients and patterns within one frame: for that reason, HDA® is opening completely new possibilities for eyewear design.

Vivid and lifelike patterns can be easily shown on the acetate base through HDA® Technology's normal and basic application. On the other hand, a number of particular and more specific outcomes can be reached thanks to some special HDA® techniques like BMT, which creates a strong metallic touch and allows ultra-sharp cutting for any pattern.

OKIA first launched HDA® Technology at Mido 2010. Since then, patents for its revolutionary technology have been granted worldwide, including Hong Kong, China, Italy, Japan, Australia and USA. OKIA has also applied patent protection for HDA® Technology in different countries and regions (i.e. Korea and EP), and some will be granted very soon. These worldwide patents and trademarks, together with a number of international awards, represent a significant recognition of OKIA's ongoing commitment and outstanding contribution to innovation and creativity in the eyewear industry.

OKIA's unique HDA® Technology is extremely stable and reliable, assuring excellent results in terms of quality as well as production cost and time reduction thanks to its low defect rate. Despite a number of infringements and copy-cats events, OKIA is the original and sole official provider of HDA® Technology and products, which differ from any other similar technology or product currently available on the eyewear market.

In order to defend its own as well as its customers' interests it is extremely important for OKIA to protect the intellectual property rights of its pioneer technology and to deter any infringement of these rights, including taking legal actions when necessary.

Any low quality infringing product pretending to be a superior HDA® product may indeed deceive and unfairly harm the interest and trust of OKIA customers. Because of that, OKIA has taken strong measures and issued serious and stern warnings against infringers in various media and through many channels during the past years and will proactively carry on its effort to stop any future suspected infringement.

**SHORTLY...**

- HDA® brings freedom of imagination and unlimited creativity to eyewear design
- BMT technique is available with HDA®
- HDA® is an award-winning technology
- OKIA has worldwide patents on HDA®
- OKIA is the unique and original provider of HDA® Technology and HDA® innovative products worldwide