Speakers

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1 in 5 students in the U.S. have a reading problem. It is the single biggest issue that has a negative impact on the learning process.

The majority of these students that struggle with reading have a vision issue that cannot be corrected with a traditional prescription from an Eye Doctor. AASA and ChromaGen Vision are seeking to identify and help these students.

The ChromaGen lens technology (employing eyeglasses or contacts) is a new and proprietary lens that is patented and Cleared by the FDA.
ChromaGen Vision has a unique lens technology that employs a total of 16 different lenses that provide a benefit to the majority of students who struggle with vision related learning problems.

- ChromaGen is non-invasive and does not involve surgery, chemicals, or prescription medicine so there are none of the traditional risks associated with medical devices or procedures.

- ChromaGen is the only optical treatment option in the U.S. for people struggling with vision related reading problems.

- At least half of the people who are dyslexic will benefit from ChromaGen Lenses.
ChromaGen was invented by Dr. David Harris—a specialist in applied vision-correction technology from Great Britain.

Dr. Harris holds a master’s degree in Advanced Contact Lens Practice and a doctorate in Neurological Implications and Assistance for Reading Disability.

ChromaGen has been recognized by the British Design Council Millennium Product Award as one of the best inventions of the 21st century.
Prescribed as a colored filter to aid individuals experiencing reading discomfort.

There are no similar technologies approved by the FDA to address vision related reading problems.

Tinted Lens and Method of Making the Same. This patent includes the 16 filters of the second-generation of the ChromaGen technology for both eyeglasses and contact lenses. It was further described by the US patent office as an “ophthalmic lens to correct color blindness or dyslexia in a wearer.”
ChromaGen comes in 3 modalities

- ChromaGen Lenses are available in Eyeglasses, Contact Lenses and Clip-Ons.
- ChromaGen can be incorporated into any existing prescription.
The ChromaGen Technology

Different Colored Lens For Each Eye

A lens can also be referred to as a filter. A filter is a substance or device that prevents certain elements from passing through it while also allowing certain elements to pass through it. Each of the 16 ChromaGen Lenses has a precise color, saturation, and brightness value imbued into it.

The fitting of ChromaGen Lenses selectively changes the wavelength of light going into both eyes.
The ChromaGen Technology

The use of a different colored lens in each eye changes the speed of the information in the brain’s neurological pathways to enable the eyes to become dynamically balanced.

When the ChromaGen Lenses are prescribed for each eye, the light is slowed down to the "right" speed for each eye. The result is that both eyes are then working together as a team to send the proper signal to the brain.

The signal that is sent from the eyes along the neurological pathways to the brain is now balanced causing the brain to process the information more efficiently or more accurately. The net result is that the text is clear and in focus and the words stop moving.

“It’s the first time I have seen words stand still on the page.”
Reading Problems in the United States

1 in 4 students (25% of students) struggle with reading problems. The company estimates that ChromaGen can effectively treat 80% of that population which translates to providing a treatment option for 1 in 5 students.

1 in 4 of all students struggle with a Reading Problem

1 in 5 students can benefit from ChromaGen Lenses
Unattended vision issues not only affect the ability to read and comprehend, but also can contribute to struggles with math and poor handwriting.

ChromaGen specializes in identifying the specific issues that negatively impact reading and its effect on the learning process.

Approximately 1 in 5 students in the U.S. have a reading problem that is most often related to a vision issue that has gone unattended.

There are students in every school who have normal 20/20 vision but are not performing at levels that would be expected because of other unidentified vision issues.

"reading is just so frustrating."

ChromaGen Lenses can provide improvement in all of these areas.
There are two problem areas that ChromaGen Lenses address:

**Word Movement Issues**

Students who struggle with reading problems often report that words ‘Appear To Be Moving On The Page’ when reading, making it difficult to read effectively.

**Vision Issues That Cause ‘Nagging Symptoms’**

There are specific vision issues that some students struggle with that result in *nagging symptoms* that cause them to not want to read. The primary nagging symptoms are headaches, nausea, fatigue, and eyestrain.
Dr. Edward Huggett, Chief Optometric Advisor, to ChromaGen Vision estimates that of the 1 in 5 students that ChromaGen can help (20% of all students), 2/3 of that population (13%) have Word Movement issues and 1/3 of that population (7%) has Binocular Vision and/or Light Sensitivity issues.

It is important to note that some students suffer from all three issues at the same time.
Word Movement Issues That Affect Reading

Word Movement Issues Cause Reading Problems

- ChromaGen Vision estimates that 13% of all students struggle with *Word Movement Issues* that negatively impact their ability to read efficiently.

- Students report that ‘*Words Appear To Move On The Page When Reading.*’ They describe the following:
  - words that are *blurry* or come in and *out of focus*
  - words that move *up* and *down* and *side to side*
  - words that appear to *float* on the page
  - words that “*scrunched together*” or “*pull a part*”
  - *double words* or *double sentences*

- The Word Movement Section of the ChromaGen Survey will identify the students who struggle with the *Word Movement Issues* that ChromaGen Lenses can successfully treat.
The ChromaGen Survey will pre-qualify a student with Word Movement Issues who will benefit from ChromaGen Lenses.

The Survey identifies different ways that words appear to move.

1) Do words or sentences become blurry or wiggly when reading?
2) Do words or sentences come in and out of focus when reading?
3) Do words ever move from side-to-side or up-and-down when reading?
4) Do words “float up” or “pop out” when reading?
5) Do words ever “scrunch together” or “pull apart” when reading?
6) Do you have double vision or see two words or sentences when reading?
7) Do words move, jump, swim, or appear to float on the page when reading?
8) Are the white spaces in between the lines more noticeable when reading or do the spaces move when reading?
There are students who do not struggle with word movement symptoms but struggle with binocular vision issues and/or light sensitivity issues.

**Binocular Vision Issues (Eye Teaming Issues)** – Described as a condition where the eyes are not working together effectively as a team. ChromaGen Lenses are a cost effective treatment option for many binocular vision issues that are currently treated with vision therapy, which can be very expensive.

**Light Sensitivity Issues** – Students who report that their eyes are sensitive to light usually get headaches, fatigue, and eyestrain which results in them not wanting to read.

Both of these vision issues cause the nagging symptoms that result in students not wanting to read.

The Vision Issues Section of the ChromaGen Survey will identify the students who struggle with the *Nagging Symptoms* that ChromaGen Lenses can successfully treat.

“You have no idea how remarkable it is to see her be able to read for more than ten minutes without getting headaches...”
ChromaGen Survey - Vision Issues Section

This section of the ChromaGen Survey will pre-qualify a student with specific Vision Issues who will benefit from ChromaGen Lenses.

1) Do you get headaches when reading?

2) Do you get nausea or stomach aches when reading?

3) Do your eyes feel tired when reading or after you read?

4) Do your eyes get red, irritated, or watery when reading?

5) Do you feel a “pulling” or “pressure” around your eyes when reading?

6) Are your eyes sensitive to bright light?

7) While working on the computer, do you get headaches, eyestrain or fatigue?

8) Do you lose concentration when reading?

9) Do you lose your place when reading?

10) Do you have to re-read the same line of words when reading?

11) Do you think your handwriting is sloppy or crooked or has uneven spacing or different size letters?
When the proper set of ChromaGen Lenses is prescribed for each eye, the light is adjusted to the “right” speed for each eye (synchronizing the eyes).

When the eyes work together as a team, the text becomes clear and in focus, and effectively stops the words moving on the page when a person is reading.

With ChromaGen Lenses many students report a whole new world of headache free reading. They now enjoy reading where before they avoided reading at all costs.
Dear Mr. Neeve,

This is how I write with my lenses.

I am just writing to say thanks to David and all the people at the Conera Laser Center. Thanks to David and his wonder full lenses. Not just my vision it helps it helps my reading and writing.

Before the lenses my reading was difficult because all the words were jumping around and there was no rules running through it.

Before the lenses were ever thought about my life was hard. Remember I used to think why was I born and what was the point in living. On a few occasions the teachers have stood me up and said "you are liny math antyou" and that led to bullying. Thanks to David me and my family have proved them wrong.

This is write with out my lenses.

I am a car mad I can tell you the size of a car and tell you the engine size just by looking at it.

I lost my friends but at last I got friends new. Say thanks to David and say thank you to all the people at the Conera Laser Center.

Yours Sincerely
Mark
Handwriting Samples - Before

Without ChromaGen Lenses

This is wright with out my lenses
I am a car mad I can tell you the
car and tell you the engen size just
by looking
I
best I
lost I
to david
all the
center-
yours sincerely
mark
Dear Mr. Neeve,

This is how I write with my lenses.

I am just writing to say thanks to David and all the people at the cornea laser center. Thanks to David and his wonder ful lenses. Not just my vision it helps it helps my reading and writing.

Before the lenses my reading was fullful because all the words were jumping around and there was noes running though it.

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On a few occnors the teachers have stood me up and said “you are ling mark antyou” and that led to bulling. Thanks to David me and my family have proved them wrong.
The federal government mandates that every student who qualifies for an IEP has the right to receive certain interventions, accommodations, and other individualized services that every county is then required to fund.

On a national average, 13% of all students are currently receiving benefits under the mandates of an IEP, which costs approximately $15,000 per year per student. These percentages will vary on a state-by-state basis.

Reading Problems - 75% of the students who are in IEPs have a reading problem. Reading problems are the single largest issue by far, that have a negative impact on the learning process.

Below Average Readers, who are seen as having a reading problem but are not in an IEP, will also benefit from ChromaGen.
ChromaGen Vision completed a Pilot Study in Tampa, FLA in June of 2014. The Company was seeking to determine if a student with a reading problem who uses ChromaGen Lenses would receive benefits in the following four areas:

- Increase in **Reading Speed**
- Increase in **Reading Comprehension**
- Decrease in **Word Movement Symptoms** that cause problems with reading
- Decrease in the **Vision-Related Issues** that cause the “nagging symptoms” of headaches, nausea, fatigue, eyestrain, and loss of place when reading

*Detailed summary of Pilot Study results are available at: www.HelpStudentsRead.com*
Students in the pilot study that received ChromaGen Lenses had the following results:

Detailed summary of Pilot Study results are available at: www.HelpStudentsRead.com
Benefits of ChromaGen Lenses

- Reduce costs of IEPs – move students out of IEPs and into the mainstream.
- Increased scores of standardized testing.
- Improvement in grades.
- Improve the lives of students who are struggling in school.
How are students screened for ChromaGen?

Student fills out the ChromaGen Survey which has proven to be accurate at pre-qualifying if a student will benefit from ChromaGen Lenses.

- ChromaGen Vision will schedule a day to screen every pre-qualified student on location.
- ChromaGen Vision will provide an up to date eye exam by a licensed Optometrist.
- If a student needs a prescription, it will be imbued in the ChromaGen Lenses.
- Students choose a frame on the day of screening.
- Students will receive eyeglasses within two weeks of screening.
ChromaGen Pricing - $295

- ChromaGen Vision will be offering a discounted pricing structure for the first ten schools that screen their students.

- Screening includes Eye Exam and ChromaGen Glasses.

- AASA + ChromaGen will be offering a reduced price for a screening and a pair of ChromaGen Glasses. ChromaGen would like to film testimonials of these students.

ChromaGen Glasses are normally $395. For the first ten schools that work with AASA and ChromaGen will be offered a discounted rate of $295 per student.
How do I get ChromaGen for my Students?

In your browser navigate to the following domain:

www.HelpStudentsRead.com

On this site you will find:

1) Additional Information
2) Form to set up a meeting with AASA & ChromaGen
3) Contact Information

703-528-0700

ChromaGen@AASA.org
To review video testimonies of both Eye Doctors and Patients or to learn more about ChromaGen, visit:

www.IReadBetterNow.com