

G U N N A R

FOUNDERS' STATEMENT

Almost two decades ago, we founded GUNNAR on these key principles.
We stay ardently committed to them today:

VISUAL ERGONOMICS

We constantly look to protect and improve the human visual system and enhance how we visually perceive digital media.
We relentlessly pursue improvement and education in this underdeveloped field.

INNOVATION

We don't wait for the future. We create it. We constantly invent and adopt new technology, not only for our products but for every part of the company.

DESIGN

We obsess about details and aesthetics. We care about how it works and how it looks. All aspects of our business should be pleasing to the eye.

CULTURE

We develop our community and recruit influencers through a passionate love of tech and pop culture,

We invite you to join us on a mission to improve how we live our digital lives, including music, movies, gaming, and all other forms of digital media.



Joe Croft



Jenny Michelsen

GENESIS

- In the early 2000s, Matt Michelson was plagued with nagging headaches at work
- His optometrist diagnosed him with Digital Eye Strain
- Matt and his wife, Jennifer, foresaw Digital Eye Strain affecting families around the world with the rise of technology use
- They teamed up with an expert, Joe Croft, an optical engineer
- In 2006, the three visionaries set out to provide protection for all eyes and formed the company, GUNNAR Optiks, named after the Michelsons' son.



Co-founder, Jennifer Michelson

5 KEY GUNNAR FACTS

Category pioneer since 2006

Only patented computer eyewear recommended by doctors to protect and enhance your vision

Gunnar glasses combat symptoms associated with Digital Eye Strain and prolonged exposure to harmful blue light

License deals with #1 game industry partners

Patented Gaming & Computer Eyewear
3 Part Patent U.S. #9417460: Color (Amber), Power (Gunnar-Focus), Curve (Moisture)





288 million users	Use digital devices two hours or more a day
224 million users	Experience Computer Eye Strain
155 million users	Play video games regularly
138 million users	Read regularly on digital devices

No. 1 Office-Related Health Complaint: Computer Eye Strain



DIGITAL SCREEN USE

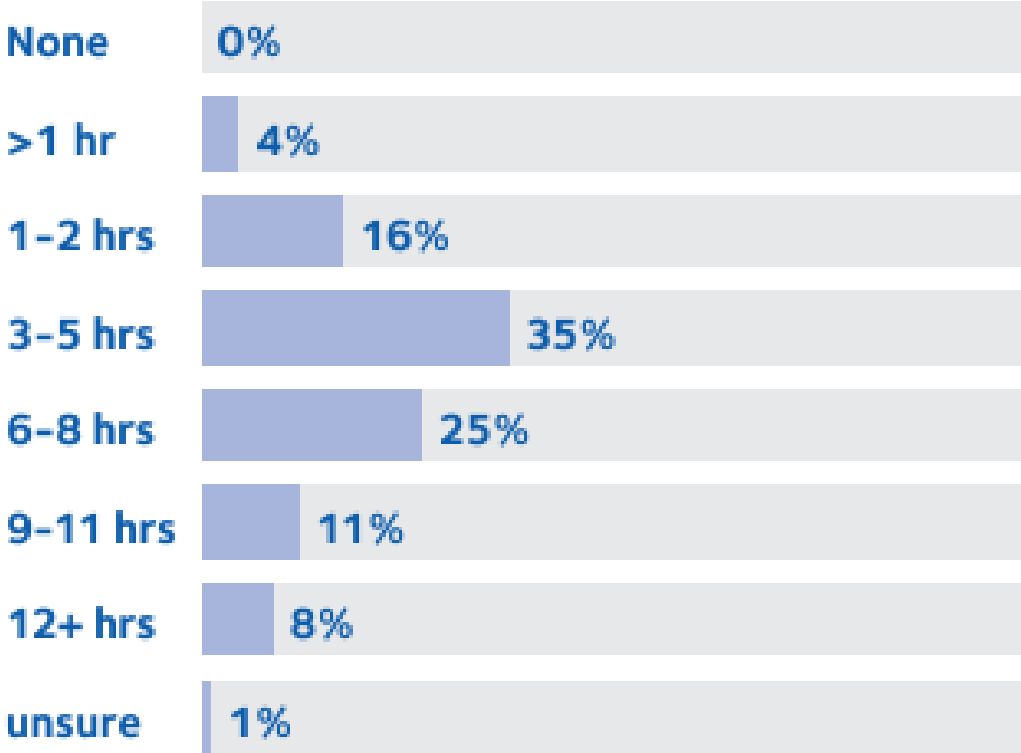
- The Vision Council estimates that **70% of Americans suffer from digital eye strain**
- **“More than half the world will need glasses by the year 2050”,** Dr. Miki Lyn Zilnicki, O.D, F.C.O.V.D.
[Study](#) published Clinical & Experimental Optometry links smartphone use and myopia (short-sightedness)
- **“Extended use of these (digital) devices has also been shown to cause symptoms of dry eyes, blurred vision, and headaches.”**
 - The American Optometric Association’s [recent study](#) on blue light and its effects on children
 - University of Alabama [study](#) showed a **direct correlation between proper vision protection and productivity**

DIGITAL DEVICE USAGE

Over half of respondents said they spend on **average 6 or more hours a day** on digital devices

1 in 4 said they spend an average of a **whopping 9 hours or more** looking at a screen.

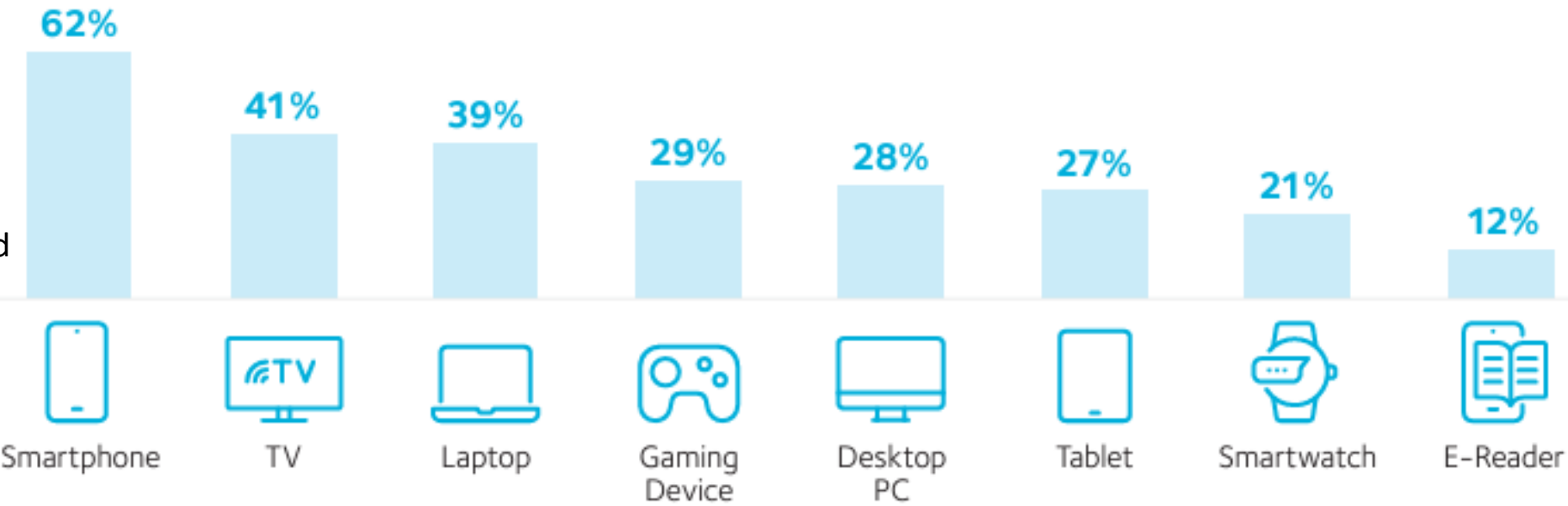
Smartphones are the biggest draw, as shown below with 79% of respondents saying they **spend three hours or more**.



Verified Market Reports, May 2024

POST PANDEMIC: TYPES OF DIGITAL SCREEN USE

While increased time on smartphones was the most prevalent, respondents reported escalating screen time on other devices as well.



Verified Market Reports, May 2024

MAJOR CAUSES OF DIGITAL EYE STRAIN



■ DRY EYE

Intense computer use reduces blink rate up to 60% exposing sensitive corneal tissue to damage

■ MUSCULAR EYE STRAIN

Extended near-distance viewing fatigues eye muscles that flex to create near distance focus

■ ARTIFICIAL, HIGH ENERGY LIGHT

High energy blue light strains visual systems and affect circadian rhythms and sleep

■ GLARE AND VISUAL NOISE

Reflections, glare, and unwanted light sources create visual conflicts with the screen

PATENTED LENS TECHNOLOGY

TINT: Blocks harmful blue light rays

FOCUSING POWER: Helps with eye strain

CURVE: Reduces dry eyes

US PATENTS: 9417460, 8463512, 8342681,



**BLOCK
BLUE LIGHT**



**REDUCE DIGITAL
EYE STRAIN**



**PREVENT
DRY EYE**



**MINIMIZE
GLARE**



**IMPROVE
SLEEP**

1. LENS TINT: FILTERS BLUE LIGHT, SHARPENS CONTRAST

Similar to the way Sun Protection Factor (SPF) quantifies skin protection, the GBLF® scale evaluates blue light protection for the eye - ensuring optimal protection. The higher the number, the better.



CLEAR PRO

GBLF 20

For ultimate color clarity protection without the amber tint



CLEAR

GBLF 35

For discreet protection with light amber tint



AMBER

GBLF 65

For optimal protection and performance



SUN

GBLF 90

For protection from digital screens outdoors



AMBER MAX

GBLF 98

Maximum protection and improved sleep for nighttime screen use

2. FOCUSING POWER: REDUCES STRAIN, ENHANCES FOCUS

Patented Power Range: +.01 to +2.5

GUNNAR-Focus is +0.2: The Amber Lens Standard

However, GUNNAR offers focus options for everyone



Natural-Focus



GUNNAR-Focus



Reading



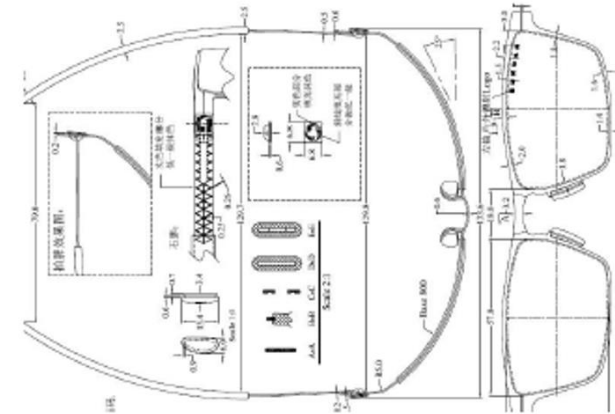
Prescription

3. CURVE: LIMITS AIR CURRENTS, PREVENTS DRY EYES

The curvature of the lens is designed to trap a thin layer of moisture



Wrap-around frame designs, e.g. for gaming glasses, also engineered to help combat dry eyes



PERFORMANCE LEVELS

With 20 years of experience as the original innovator of computer and gaming glasses, we've had more time to develop technology than anyone else in the industry. So why the difference in price between our styles?

We deliver better technology and more advanced features in the higher performance collections. Learn more below:



SIGNATURE

Experience the benefits of GUNNAR technology in precision engineered polymer frames with impact resistant polycarbonate lenses and the G-Shield® coating stack.

Up to 75USD



EPIC

Upgrade to frames with customizable and ultra-durable hybrid materials. EPIC polycarbonate lenses sport the G-Shield® Plus coating stack with enhanced anti-reflective properties and hard coat. Protective flat fold case included.

Priced from 75 to 100USD

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LEGENDARY

For top performers, choose LEGENDARY frames and enjoy the best in optical technology. Exotic materials, customizable spring hinges, and perfect balance make each frame a work of art. Proprietary blended polyamid lenses provide clearer optics and lower chromatic aberration. G-Shield® Premium coating stack includes additional layers of hydrophobic and oleophobic properties. Included metal clamshell case protects your investment along with double the time covered by warranty.

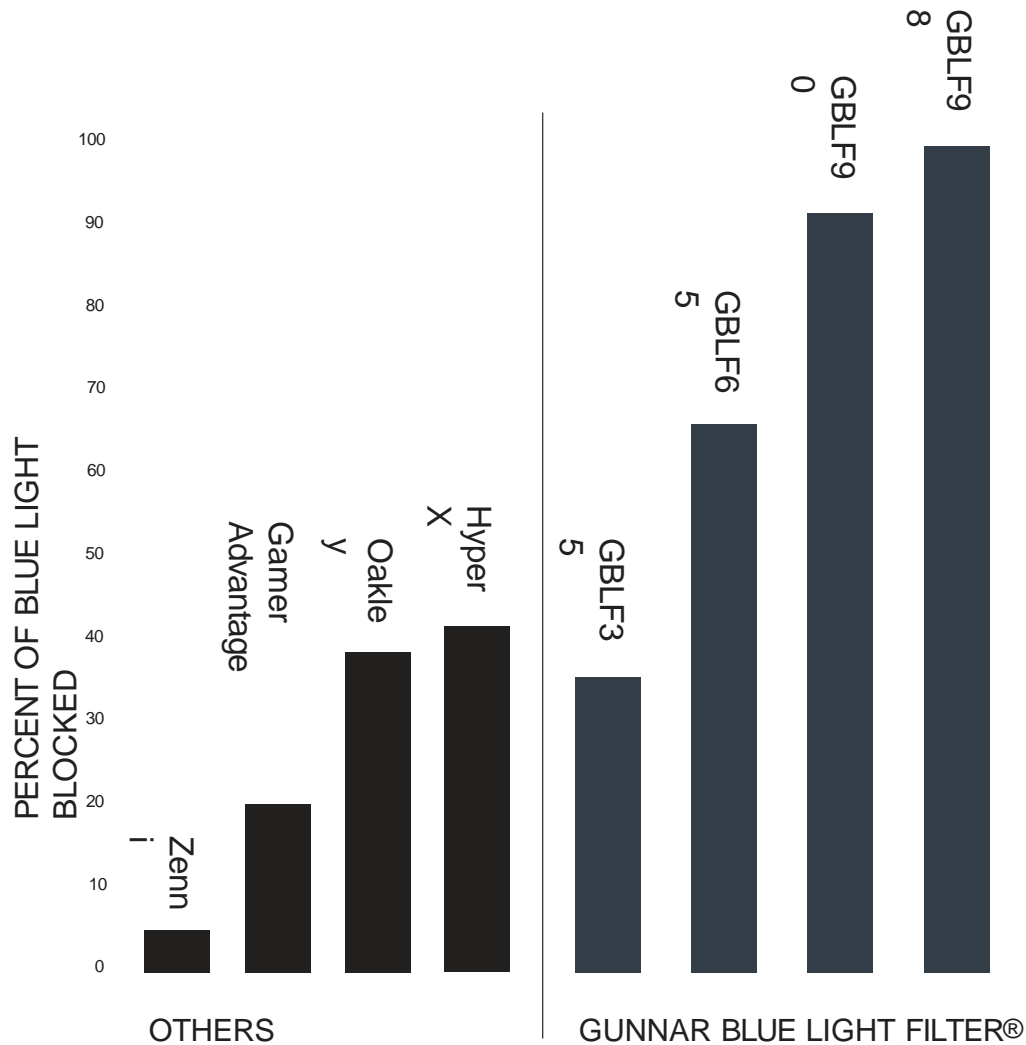
Priced above 100USD



MYTHIC

Ultra rare and/or bleeding edge tech, MYTHIC styles embody the chimeric dreams of our fanatical designers and scientific savants. Check each style carefully to find out what makes it astonishingly special.

Priced wherever we want!



COMPETITOR COMPARISON CHART

- GUNNAR leads the way with 4 lens tint options, with more on the way
- Amber Max blocks 98% for night time use to aid sleep

The GBLF® scale measures eye protection at the peak of the blue light spectrum (450 nanometers). This test was conducted by the QIMA Hong Kong Eyewear Lab in Hangzhou, China on 1/26/2022

LICENSED PARTNERS

ACTIVISION®
CALL OF DUTY®



Fallout
amazonstudios

BILZARD®
ENTERTAINMENT

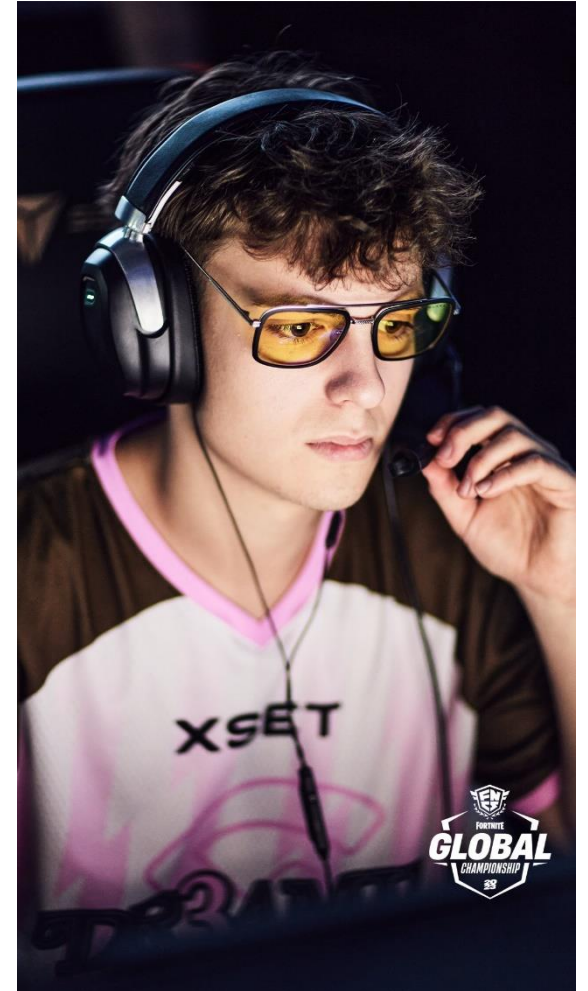


2025 NEW COLLAB PARTNERS



One of the biggest Fortnite competitors in the world

- Twitch: 7.8 million followers
- Youtube: 3.2 million followers
- Instagram: 2.5 million followers







DECLASSIFIED:
ALPHA



170LJAZ2MML 805L/17114W
550 348 KTS 480 375 T
ALT 7004 FT



CALL OF DUTY
X
GUNNAR



MAN III



CALL OF DUTY
X
GUNNAR



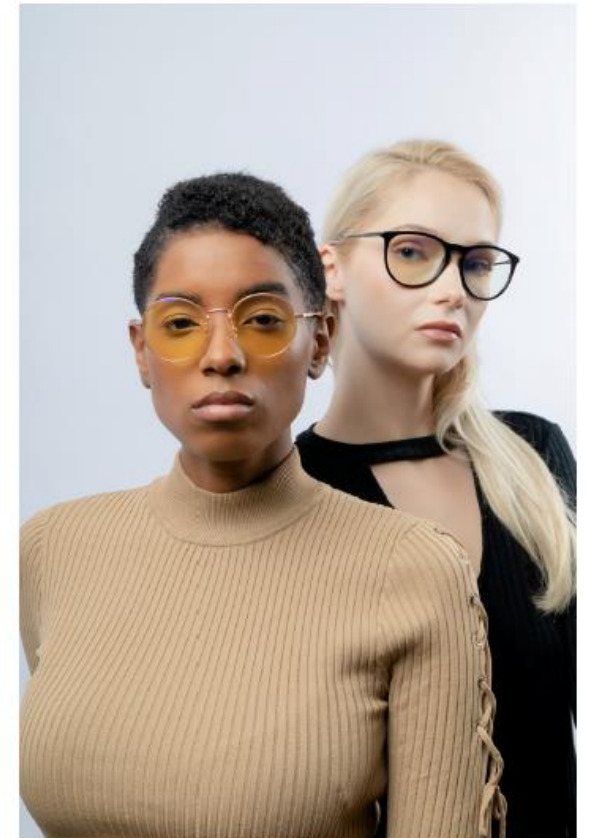
MARKETING CAPABILITIES & SUPPORT

GUNNAR

With over 20 years as the market leader in premium computer and gaming glasses, GUNNAR has built a loyal and passionate fanbase that has only grown with each new partnership.

We can reach customers through email, social, paid ads, and public relations partnerships.

Additionally, we have been doctor-recommended and work closely with the AOA and Vision Council.



GUNNAR Website, Social & Email Reach

Website: 210,000 average monthly visitors

Social (Highly Engaged):

- Facebook: 159K
- X/Twitter: 114.6K
- Instagram: 51.9K

PR reach: 500M AVG Monthly UVM w 800M UVM in Jan 2024

Email: 250K total / 95K highly active



To protect their vision: Gunnar gaming and computer glasses



Lengthy gaming sessions can take a toll on the eyes. Gunnar computer and gaming glasses are designed to mitigate the strains that comes with lengthy screen time. They're made to filter the blue light from screens and monitors, reducing eye fatigue.



But Gunnar glasses aren't just for eye protection. They're pretty stylish, too. Plus, they can be worn for extended periods without discomfort, making them perfect for hardcore gamers or for working long hours at a computer monitor.



Top 10 Gadgets for Peak Productivity that Won't Break the Bank

Sharan AB - Follow
3 min read · Dec 8



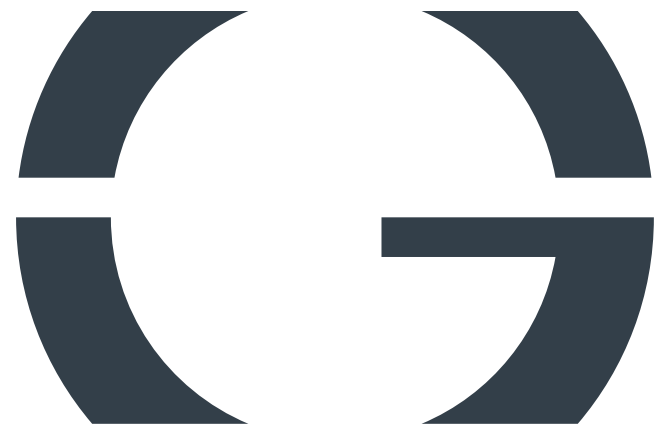
GUNNAR'S POSITION IN MARKET



G U N N A R
UPGRADE YOUR DIGITAL LIFE

The only patented digital eye strain reduction solution on the market.

- 
BLOCK BLUE LIGHT
- 
REDUCE DIGITAL EYE STRAIN
- 
PREVENT DRY EYE
- 
MINIMIZE GLARE
- 
IMPROVE SLEEP



THANK YOU!