Headline: Tech company creates innovative lenses

Deckhead: Improving drivers’ optics should lessen odds of accidents

Artificial intelligence is sneaking its way into most aspects of our lives. Whether it’s a good thing remains to be seen.

A technology company is using AI to help make driving safer. Shamir Optical Industry recently launched an innovative product. Its Shamir Driver Intelligence lenses are designed to transform operating a vehicle by making it safer, more comfortable and visually clear.

Its new lens development began with Shamir’s decision to address the issue of visual challenges that confront drivers on roadways, such as sudden changes in conditions, varying light intensities from the sun, streetlamps or oncoming headlights, and the need to keep switching focus from the close vehicle interior to the distant road.

Its research showed one in five drivers suffer from eye fatigue and 25% have trouble focusing quickly on varying distances. This modern technology introduces disturbances to drivers, such as in-car, digital-screen displays and bright LED lights.

The lenses’ designs are based on extensive measurements of head movements and eye-tracking, providing comprehensive understanding and prediction of a driver’s visual behavior. By applying elements of AI, Shamir invented a lens solution ideally suited to all types of drivers.

Shamir Driver Intelligence comes as a set of two pairs of glasses, available as single or progressive vision – “sun” for daylight and “moon” for nighttime driving to provide uncompromised-optimal vision for all conditions.

The “sun” lens incorporates an advanced filter that enhances color perception, making colors and objects appear more vivid, similar to the effects of Formula F1 racing helmet visors. The clear “moon” lens is designed for conditions of low-light and nighttime driving, with visual age-based myopic shift for improved low-light sharpness. It reduces visual noise, eye fatigue and improves drivers’ reaction times for safer performance.

“The rich insight and extensive data received from professional drivers under conditions of extreme challenges have enriched our big data set and have been invaluable in the development of the new driving-dedicated performance lens,” said Shamir CEO Yagen Moshe. “Going the extra mile with this valuable partnership, Shamir exercises its ability to see through the eyes of its consumers, to study the environment, the activities and needs of the users, and then to apply the most advanced technologies, including elements of AI to maximize the user experience. The lens solution we have developed upgrades the driving experience to premium, allowing drivers (professional as well as passionate and everyday drivers) to enjoy clarity of vision, whether of the road ahead or of the image in their mirrors, bringing them safely to their destination.”

Shamir Driver Intelligence is available throughout Europe, the Asian Pacific and North America. Visit Shamir.com for more information about the product.

Seeing the road ahead is getting easier, thanks to AI. Drivers can put on their shades and lessen the odds of getting into an accident.

Cutline: SEEING IS BELIEVING – Shamir Driver Intelligence glasses are meant to make driving safer all hours of the day. Image: NewsPress USA.