

## SmartBuyGlasses Reimagines the Online Customer Experience with Virtual Try-On Technology

*SmartBuyGlasses uses Luna's innovative Virtual Try-On Technology to give customers a seamless, realistic online try-on experience with thousands of eyewear styles*

SmartBuyGlasses revolutionizes the online eyewear shopping experience with advanced Virtual Try-On technology. The digital tool, developed by Luna, gives online customers the unique opportunity to try on thousands of glasses from over 180 designer brands, all from the comfort of their own homes.

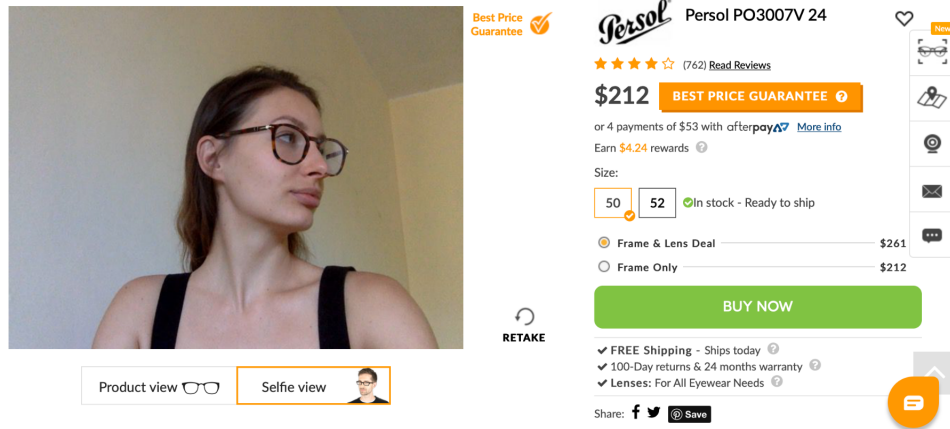
Shoppers can use the technology in seconds with a smartphone or computer and internet access. The tool prompts the customer to record a simple, five-second selfie video. Once finished, the customer receives advice on the most flattering styles for their face shape and can instantly try on eyewear styles through augmented reality.



When exploring SmartBuyGlasses' website, customers can select products labeled with "Virtual Try-On," to see the style directly on their face in "selfie view." The innovation makes it possible to quickly filter through thousands of pairs of glasses in minutes, making it more fulfilling to shop online instead of in a physical store. Customers can also take a photo in "selfie view" to share their potential new frames with friends, family, and on social media.

With Virtual Try-On, limits do not exist. SmartBuyGlasses is building greater confidence to shop online and is helping customers discover more of what they love with value, efficiency, and comfort.

*"At SmartBuyGlasses, we are working hard to continuously improve the customer shopping experience online. This includes being at the forefront of offering new technologies to surprise and delight our consumers, but also to provide real value and ease in shopping eyewear online,"* says David Menning, co-CEO of The SmartBuyGlasses Optical Group.



Virtual Try-On is becoming the new reality for online shopping. The technology is developed by Luna, an American tech company that notes *“We want eyewear to be personal and accessible for everyone, so we created technology that enables customers to easily discover frames that fit and match their style, allowing them to shop confidently at home,”* says a representative from Luna.

Discover the free, online [Virtual Try-On](#) tool at [SmartBuyGlasses](#) to find glasses online with ease.

### About SmartBuyGlasses Optical Group

SmartBuyGlasses is a leading local eyewear retailer in the US. With over 10 years of expertise in the eyewear industry, SmartBuyGlasses sells an extensive range of eyeglasses, sunglasses, and contacts at accessible prices. With innovative digital tools, SmartBuyGlasses reimagines the online customer experience for an enjoyable, efficient, and easy purchasing journey.

### About Luna

Introducing Luna: An innovative, integrated suite of technologies and services

Luna partners with forward-looking retailers, brands and doctors all over the world. Their goal is to assist their digital transformation and help them create a modern, seamless, omnichannel experiences online and in stores. This leads to higher conversions and happier customers.