



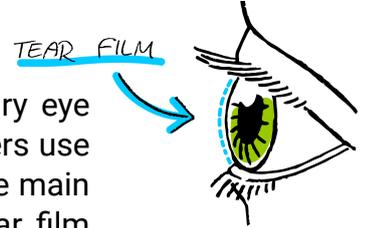
# eyeblink

BLINKINGMATTERS.COM



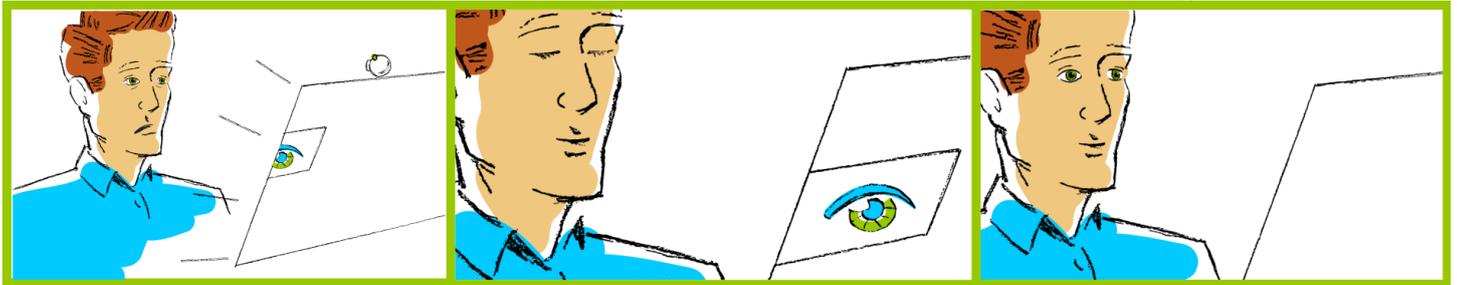
Do you blink enough at PC? Blinking matters. Blinking is related to cognitive processes. When we are focused, we will blink less, which happens often while working at PC, and our eyes get tired, dry, sore or even red. Eye doctors even say: *An increase in daily screen time has led to a dry eye "epidemic".*

Eyeblink is a desktop application that changes the approach to treating dry eye syndrome. Eye doctors usually prescribe artificial tears. 5% of computer users use these eye drops. Eyeblink interacts with its users by blinks to fight one of the main causes of dry eyes which is the low blink rate. Each blink renews the tear film which protects and moisturizes the eye.



## Trains you to blink more

Eyeblink observes your blinks with webcam and only when you do not blink for a while, a reminder rolls out, you blink and the reminder goes away immediately. The point is to minimize the number of interruptions and provide effective help.



## Adjusts the screen brightness

Human blinks less while looking into the light sources like fire or screen. Eyeblink measures the room light with webcam and adjusts the screen brightness accordingly as your phone does. It even learns your screen brightness preferences for given room light.



## Reminds breaks

Humans are made for long term walking, not sitting. After an hour of sitting, we should stand up to prevent varicose veins. Eyeblink observes computer inactivity time, so when you come back from lunch, the next break is scheduled in an hour.



## Measures blink rate

Eyeblink uses webcam to measure your blinks.

*"I can sit longer in front of the screen..."*  
**Eric, Sweden**

## Validation

*"My headache has stopped..."*  
**Rudolf, Slovakia**

*"Eyeblink definitely helps...  
I was able to train myself to blink more..."*  
**Georgi, Bulgaria**

A pilot study was done in O2 Slovakia where 26 people with eye discomfort used Eyeblink for one month. About 70% of users report that Eyeblink helps with their eye discomfort and the disruptions are low or none.

*"I have tried the software over the weekend. It is a brilliant idea! I think this could really make a BIG IMPACT on eye care."* **Prof. Reinstein, MD, London Vision Clinic, United Kingdom**

*"As an eye surgeon involved with dry eye care for close to 30 years, I heartily applaud your research and excellent app!"* **Ed Jaccoma, MD, USA**