



Look3D and Oculus3D Present Eco friendly eyewear*

Growth of 3D – With the increase in the number of 3D screens and 3D movies globally, more and more petroleum based plastic disposable eyewear is being used.

Alternative to plastic – Oculus3D in conjunction with Look3D has developed an eco friendly alternative. The frames are made from Cereplast Sustainables™ resin, a renewable, ecologically sound substitute for petroleum-based plastic products, developed from plant sources. Cereplast Sustainables™ contain no GMOs.

Cereplast Sustainables™ are biobased, replacing up to 90% of the petroleum content used in traditional plastics, thereby reducing dependence on oil.

Frames made from biobased materials create a **lower carbon footprint (CO2)** than frames made from traditional plastic.

Eliminating green house emissions – These days, 10 million pair of 3D glasses is but a fraction of the total used globally on a major studio 3D movie. 10 million pair of glasses using Cereplast Sustainables™ will translate into savings about 728,000 Kgs. (728 metric Tons) of CO2 emissions. To better understand the equivalency, 10 million pair of Cereplast based 3D glasses is equivalent to eliminating the greenhouse emissions from 74,039 gallons of gasoline or 1,536 barrels of oil.

Disposal – Products made from Cereplast Sustainables™ are recyclable. Our glasses bear the number 7 in the recycling symbol, which represents “all other plastics.” The petroleum based plastic glasses that are most prevalent in the industry today bear the same number, so they can be recycled in the same fashion.

Even if the eco-friendly 3D glasses are thrown in the trash and end up in landfills, they will degrade far more rapidly than traditional plastic glasses.

Certification – RealD has certified the glasses for use in theaters that have licensed their 3D systems. The eyewear is not exclusive to RealD systems and can be used with other 3D projection systems.

Availability –The glasses are available now. Various styles, including children’s sizes are forthcoming.

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Marketing opportunity – Display your logo on a pair of eco-friendly glasses.