

EYEBAB in Billund, Denmark reaches an agreement on distribution in the USA and Canada

The Billund-based company EYEBAB, which specializes in developing vision training apps and solutions for people who, among other things, experience difficulties following a concussion, has entered into a distribution agreement with the American company Vivid Vision with headquarters in San Francisco.

The new agreement means that EYEBAB's recognized vision training platform will now be available in the US and Canadian distribution and will be made available to Vivid Vision's large professional network worldwide.

Vivid Vision primarily collaborates and distributes its products to opticians and vision training clinics in the United States and Canada, and the agreement thus gives EYEBAB a unique position and visibility in the US and Canadian market for vision-related issues. Like EYEBAB, Vivid Vision

are specialists in developing digital tools that, among other things, help people with vision and concentration difficulties to train their vision via e.g. virtual reality and 3D technology.



Neurooptometrist, partner and vision expert Thomas Kirkfeldt from EYEBAB says about the new agreement:

"The new agreement with Vivid Vision is a huge step for EYEBAB in our ambition to distribute our digital vision training platform to a very wide range of optometrists and their clients around the world. The new collaboration is yet another seal of approval in EYEBAB's revolutionary development of digital tools for vision training, with a focus on being able to help people through motivating and measurable tools based on virtual technology. We are incredibly pleased that a player as large as Vivid Vision chooses to include EYEBAB's digital concept in their distribution to their many customers in the USA and Canada".

Thomas Kirkfeldt expects that the new agreement with Vivid Vision will be a game changer in terms of making EYEBAB even more visible internationally.

EYEBAB was established in 2014 and has since the beginning worked on developing and digitizing the company's portfolio of apps, which i.a. used for training of consensus, reaction time, concentration, endurance and memory.

EYEBAB's customers are the professional elite in vision training and Functional Optometry. Via EYEBAB's online vision training platform, optometrists offer their patients, who may experience visual challenges, professional and motivating tasks.

Via EYEBAB's platform, patients can work on improvement and rehabilitation of their concentration, work ability after e.g. a traffic accident or the like, that could have an impact on their quality of life.

You can try one of EYEBAB's apps for yourself, which focuses on concentration skills and overview.

Try app

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