

**NEWS RELEASE**

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For Immediate Release

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## **Coburn Technologies Introduces LaunchPad™, A Disposable Free-Form Lens Processing Technology**

**SOUTH WINDSOR, CT** – Coburn Technologies, Inc.; formerly Gerber Coburn, an independent leader in providing innovative, end-to-end customer solutions to the world's ophthalmic lens processing industries, today introduced LaunchPad; a patent-pending disposable free-form lens process technology. The new product from Coburn is an innovative, affordable, disposable “must see” technology.

Alex Incera, president of Coburn Technologies stated, “Coburn has built its history on the development of affordable and reliable lens processing technologies. LaunchPad is Coburn’s latest innovation and we are very excited about its release. After years of developmental research, testing and approvals, Coburn has created the world’s first affordable free-form lens processing system for small labs and retail environments. This introduction will dynamically change global free-form lens processing, continuing Coburn’s long-standing history of technological innovation in the global ophthalmic industry.”

Wayne Labrecque, vice president of sales added, “We couldn’t be more pleased with the introduction of LaunchPad. Created by Coburn’s in-house technical application team it is a great example of Coburn working to create products that make our customers more profitable. Now with a significantly reduced capital investment, limited required space and minimal processing change, our customers can produce perfect free-form lenses in their own labs.”

Curt Brey vice president marketing and business development stated, “The introduction of LaunchPad marks a new era in free-form lens processing. As the focal point of Coburn’s new Free-Form Minilab, LaunchPad will provide our customers with access to an affordable, complete system that can produce advanced free-form lenses. From design through surfacing, finishing and even AR coating; with the capability to scale from retail through wholesale this is a system you simply must see for yourself to believe. It is Coburn’s mission to develop products and processing systems that make even the most complicated lens processing technologies affordable and easy to use. LaunchPad is a terrific example of this industry commitment.”

The new Coburn Technologies, Inc. LaunchPad free-form processing technology will be available March 15, 2011. For more information about this innovative new technology and Coburn’s new Free-Form Minilab visit [www.gerbercoburn.com](http://www.gerbercoburn.com) or call Coburn Technologies directly at 800.843.1479.

**About Coburn Technologies, Inc.; formerly Gerber Coburn**

Coburn Technologies, Inc.; formerly Gerber Coburn (<http://www.gerbercoburn.com>) is a leading global developer, manufacturer and service provider of lens processing and coating technologies for the ophthalmic industry. The company is headquartered in South Windsor, Connecticut USA.

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