



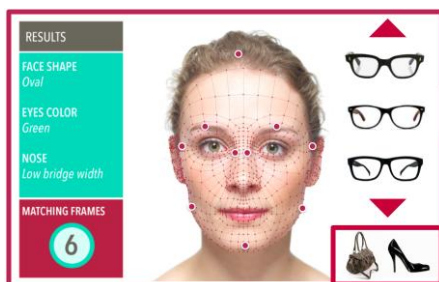
The French digital eyewear stylist unveiled for the 1<sup>st</sup> time in the US

New York, 27 March 2014 – SeeMeCab, the French startup company which specializes in the design of cutting edge touch/mobile/web solutions for professionals is proud to announce the release in the United States of its FramesAdvisor solution on Friday 28<sup>th</sup> March 2014 during Vision Expo East.

FramesAdvisor which has been designed especially for the optical professionals is a **digital eyewear stylist assistant** application able to combine style and face criteria with frames in order to deliver a personalized best matching eyewear advice.

**Launched in France last month**, FramesAdvisor has already caught the attention of 3 out of the 5 leading Opticians Trade Companies, representing all together a total of more than 2000 stores in France.

FramesAdvisor -the unique plug & play A.I. (Artificial Intelligence) software solution able to follow the trends on a real time basis- **helps customers choose their perfect eyewear according to their face physiognomy and their style (casual, trendy or business).**



**FramesAdvisor is the perfect tool to assist optical professionals**

- ✓ **Provide an outstanding digital customer experience,**
- ✓ **Take care of hesitant or shy customers,**
- ✓ **Enliven waiting times in the store,**
- ✓ **Help junior staff conduct a sale,**
- ✓ **Attract new customers**

and last but not least, be different from competition! [www.framesadvisor.com](http://www.framesadvisor.com)

About SeeMeCab:

SeeMeCab is a Research & Development company providing ground-breaking and unique Touch/Mobile/Web solutions dedicated to professionals. The aim of our team of experts is to use the most advanced digital technologies to provide operational human-centered tools. [www.seemecab.com](http://www.seemecab.com)

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