



[HaberVision Makes Major Move into Mobile Market with Mobius Image Recognition](#)

HaberVision, the leading online-only retailer of quality polarized eyewear, has moved into the mobile market by adopting mobiSHADES, an easy-to-use mobile service that allows consumers to virtually "try on" different styles of designer sunglasses at anytime, anywhere a wireless phone connection is available.

Online PR News "19-August-2011" Mobile users can try on HaberVision eyewear by simply taking a self-portrait with a camera-enabled mobile phone and sending it to hv@agm.tw. mobiSHADES immediately analyzes the users facial structure returns an image displaying the eyewear selection superimposed on the users face, then provides a link to a mobile site where additional quality HaberVision eyewear can be virtually tried on. The augment reality service also lets users text in the style of the eyewear they like from the web site and mobiSHADES returns that specific style superimposed on the users face.

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"Mobius does not require anything more than a camera-enabled mobile phone," said Mobius International CEO Aram Kovach. "In the case of mobiSHADES, we've also matched the service with the power of social media, which helps customers make better choices and provides manufacturers with a new and powerful market reach."

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[mobiSHADES works across all camera phones and all carriers globally with out an app or a download.](#)

About HaberVision

HaberVision is headquartered in Golden, Colorado. Founded by Steve Haber, the developer of the Bolle' brand, Haber products are rigorously tested in the field. All HaberVision products combine the latest in light management systems and coatings with lens and frame materials designed to maximize performance and comfort. HaberVision is an online only retailer and all products are sold exclusively through the companys website. HaberVisions unique direct sales business model allows consumers a savings of 50% off of suggested retail pricing. See for yourself at <http://www.habervision.com>. 38 eyewear products now available (6 goggles and 32 sunglasses) in a variety of styles. Please call HaberVision for more information: 855-295-6812.

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About CompEx, Inc.

CompEx, Inc., the parent company of Mobius International, provides comprehensive integrated web solutions to solve the complex connectivity problems facing today's organizations. CompEx specializes in interactive mobile marketing, web and mobile application development, business intelligence, infrastructure/security, and digital data management. Our innovative thinking, knowledge and systematic work methodology enable us to provide our customers with timely and highly effective solutions.

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visit mobiusworld.me or mobiSHADES.MobiusWorld.ME

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mobiSHADES virtually try on sunglasses using your cell phone.

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Image Gallery



MobiSHADES let's you try on sunglasses virtually from anywhere in the world right on your cell phone



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