

## Thin Film Technology eliminating Fogging on Protective Eyewear



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**“Abom is all about innovation and disruption of the status quo with leading-edge and down-to-earth technology solutions.”- Jack Cornelius**

**CEOCFO: *Mr. Cornelius, what is the idea behind ABOM?***

**Mr. Cornelius:** Our team at Abom, Inc. has invented and patented a wearable technology which makes it impossible for fog to survive on the inner surface of protective eyewear. Embedded in the meaning of protective eyewear is that the product is there to help defend the user from accidental injuries. If the eyewear fogs up, which can happen frequently, the user cannot see very well. This leaves the user with the difficult choice of removing their eyewear and risking an eye injury or keeping their eyewear on and not being able to see what they are working on, perhaps risking other kinds of injuries. By having Abom's system to eliminate fogging in protective eyewear, a user can keep the eyewear on and be relatively safer with the protection in place. We initially rolled this protect out to the snow sports industry and we are now rolling it out into the military and other markets, such as safety. We also see opportunities in medical and in other sports market areas.

**CEOCFO: *What is the science?***

**Mr. Cornelius:** We use a transparent Thin Film heating layer sandwiched in between two polycarbonate layers of lens. The Thin Film is an electrically conductive layer, powered with lithium-ion batteries and controlled with an on-board microcomputer. The technology heats up the inner surface of the lens, moving the temperature slightly above dew point, which eliminates condensation.

**CEOCFO: *This is the Klair Technology?***

**Mr. Cornelius:** Yes.

**CEOCFO: *Is it comfortable for the wearer? Other than not experiencing fog, do they notice a difference?***

**Mr. Cornelius:** It only takes a few degrees of difference between the ambient temperature and the lens temperature to get the inner lens above the dew point and eliminate fogging. We have not had any complaints about users being uncomfortable with the small amount of heat Abom's system generates. Fact is that in snow sports some users are happy to have a little extra heat near their face while they are out in the cold weather. That said, most Abom product users do not notice the difference in the temperature inside their snow goggles as air temperatures can be frigid for users while in snow sports activities and increasing the temperature slightly is still pretty cold compared with room temperature.

**CEOCFO: *Is this an area that has been overlooked for innovation?***

**Mr. Cornelius:** Abom is all about innovation and disruption of the status quo with leading-edge and down-to-earth technology solutions. Interestingly, goggles have been around for a long time and, outside of lens coatings and air flow solutions that have been marginally effective, there has been very little disruptive innovation in the industry in the past several years. End users have been begging industry to better eliminate fog for a long time. If you look at the product

marketing materials for companies that produce protective eyewear - especially in the sports business - fogging has always been an issue. Our industry competitors have mainly used coatings to try to deal with the issue and while this solution may work for the first couple of times out on the mountain, it often will not continue to work very well long-term. The problem is that most products use acetate for the inner lens surface and acetate is a very soft material. This makes the inner goggle lens very susceptible to the moisture from fogging or other sources, like snow filling the goggle in a snow sports wipeout. The user tries to clear the goggles by wiping off the inner lens so they can get back into the action. But as they wipe the lens without following most manufacturers' strict guidelines, they actually destroy the lens coating's ability to deal with fog. Another anti-fog technology our competitors have implemented is to put a small fan between users eyes in the goggle frame to move air over the inner lens. Unfortunately that does not work well for many users either. Who wants a buzzing fan on their forehead and what happens when it gets clogged up or otherwise cannot keep up with the fogging? Some of our military contacts have told us that the fans and anti-fog coating technology do not last and our warfighters end up throwing them away after only a few uses because they stop working. The same thing happens with skiers. Abom's lenses do not use acetate or any anti-fog coating on the inner lens surface. Instead, we have a full scratch coated polycarbonate inner lens and our lens heater eviscerates the fog. Much more robust than acetate, Polycarbonate is a hard plastic material that allows a user to wipe off the lens at will with little danger of scratching the lens surface or otherwise compromising the lens. This gives Abom another advantage in the longevity of our product. We are primarily competing with those two other partial solutions. We definitely have some challenges out there to explain to people the difference, but we are beginning to get the word out about Abom's superior solution. We have had a lot of interest from the oil exploration industry. They are working in situations where they go from extreme heat to extreme cold, in and out of tents around their drilling apparatus. They report extensive fogging problems and safety records reflect the difficulty. We see some opportunities in safety as well as the sports market. Military and tactical is our fastest growing sector right now.

**CEOCFO: *Are you manufacturing your own products or licensing the technology?***

**Mr. Cornelius:** We have had a dual strategy. One is to manufacture our own products in the sports industry and in the military for several of the products that we have demand to produce. We also license our wearable technology to other companies. Licensing allows Abom to be an ingredient brand; something like Boa, Intel Inside or Gore-Tex. A brand that allows goggle producers and other protective eyewear companies to produce a product using our technology. We currently have 12 patents granted and 47 more pending, so collaborating with Abom is a great way for licensees to piggyback on our technology to get to market quicker versus trying to find a way to do the same thing as Abom without violating Abom's intellectual property (IP) rights. Clearly we have invested heavily in our IP portfolio and continue to do so with continuing research and development as we work on new ways to improve our technology beyond where it is today.

**CEOCFO: *Where does cost come into play?***

**Mr. Cornelius:** Our product has a retail price in the ski market of \$250 to \$270; our first generation military product costs \$400 at retail (with a spare lens and Berry Act compliant textiles included) and our ballistic-rated safety product is \$300. Given that Abom's products have effective anti-fog capability with electronics and other technology built in, we cost more than the most of the competition. That higher price also comes with a longer life span with effective anti-fog capability for most users than all of the competition. The price difference is worth it and there is a large market that Abom's products are a great fit for. From hard core snow sports participants that want the best in anti-fog to military and tactical users that have need great anti-fog solutions to protect and serve to professionals in industry that need to see while working in sometimes trying weather or safety conditions, Abom has a solution.

**CEOCFO: *What is going to happen over the next year?***

**Mr. Cornelius:** We will continue to grow in the next year. We just finished our first round of financing from angel investors, which took us from several years of research and development to releasing our first products. Having great investors makes growing a company like Abom possible. As we continue to grow organically and potentially in other ways, we will finance that accretive growth in the most appropriate ways in the year ahead. We are looking forward to continuing to help customers solve their protective eyewear fogging issues and to accelerating the growth of our business. We have a second generation of our wearable anti-fog technology under development and will be releasing some new innovations to market in the next twelve months. Besides capital, good market to sell into, and a great solution, having a great team is key to making growth possible. We have a great team inside the company and in the next year we will continue to expand our team in strategic ways. Our CFO, Don Megrath, has been seasoned in both public and private companies and both sides of financing and M&A transactions. Our Chief Technology Officer, Vince O'Malley, has previously managed a large engineering department and is personally hands on with our key technology design efforts past and present. Our intellectual property (IP) development process is run by Howard Russell, Esq. who is also a co-founder of Abom, Inc. We have spent a lot of time on developing IP and continue to do so, because we believe it is an important part of our shareholder value story and gives Abom an edge over the competition. We have recently added some key advisors to our

team, including the former President of Smith Sport Optics, Ned Post and retired Marine General Peter Pace, sixteenth Chairman of the Joint Chiefs of Staff. We will continue to add to our advisory network in the next year. Lastly, we are expanding sales and distribution in several ways in the next twelve months. We just added Atlantic Dive Service (ADS) as our key military tactical market sales partner and we are expanding our industrial and consumer products sales and distribution in North America and several other regions worldwide in the next year.

**CEOCFO: *Has it been easy to get a foot in the door to show your products?***

**Mr. Cornelius:** We have been fortunate to have innovative products that get attention. Of course, getting help from well-placed strategic partners makes a big difference when we are trying to get attention in the marketplace. Our PR firm, Backbone Media, has helped us immensely. They looked at our product and realized the importance of it in the sporting industry and reached out to numerous parties to help us get the word about Abom, Inc. and our products out and noticed. We had dozens of articles and press mentions in our first year in the marketplace. We also participated in several key trade shows, the Interstyle show in Japan, the ISPO show in Munich Germany, and the Snowsports Industries America show in the US. Breaking into the active sports market, has been challenging because there are many protective eyewear and goggle companies in the marketplace. However, all of them have the same issue; they do not really offer any truly technology to defeat fogging. Having a wearable technology based product, I think we are in the right place at the right time as we have brought our technology to reality in the last two years. People have been looking for something to happen to address protective eyewear fogging in the military and sports products area and were not truly seeing it yet until we came along with our technology solution. Evidence we are getting traction - we sold out in our first year of production and expect to sell out again this year as we continue to grow. In the next few years we hope to sell out each year as we continue to grow in production and sales.

**CEOCFO: *Are you looking exclusively at the US military or do you see potential elsewhere?***

**Mr. Cornelius:** There is great potential in many markets for our technology and products and we are actively working to expand into some of those markets. Military and tactical products in the US are only about 25% of that market worldwide. We have interest in our products in the other 75% of this market already and we welcome that. On the snow sports side, the US market is about 33% of the worldwide market and we continue to work to expand our distribution into that other 67% of this market. There are dozens of other markets that we are looking at and many of those markets are best address by licensee partners versus by Abom directly. So we are actively looking for those other market partners, with some great partners in discussions with us already. There is a great amount of interest all the way around in being able to provide a piece of protective eye wear that does not fog up because that has been a real issue yesterday, today and tomorrow. For us to be able to finally solve this problem is a big deal and several potential partners and consumers are taking notice of this.

