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EYELEVEL INTERACTIVE(TM) Creates a New Revolution in Consumer Apparel

Introducing Switch-It(TM) Panels for Clothing Design, Flexibility and Economy



NEW YORK, NY--(Marketwire - 03/03/11) - EYELEVEL INTERACTIVE™ is opening eyes in the apparel industry with the introduction of its consumer Switch-It™ Clothing at the 6th Annual Fountain Art Fair, beginning today at noon at Pier 66 Maritime in Hudson River Park at 26th Street and 12th Avenue and concluding on Sunday, March 6th. After recently taking the commercial uniform apparel industry by storm, EI™ offers a glimpse of how their patented technology can change the consumer fashion world.

EYELEVEL INTERACTIVE™ is teaming up with contemporary artists Juan Sanchez, Terrenceo and Karl Jean Petion of LambertArts / Harlem Art Salon. EYELEVEL has created apparel that features different art pieces created by these artists. The shirts have custom changeable panels called Switch-Its™ allowing the wearer to switch out the art design, essentially changing the look of the garment in seconds.

"I can't think of a better venue to debut our consumer line of our Switch-It™ Clothing than at a cutting edge New York art show," states Blair Enfield, EYELEVEL INTERACTIVE's President. "These artists represent vision and innovation in the art world and our Switch-It™ concept is like a blank canvas for forward-thinking clothing designers globally."

EYELEVEL INTERACTIVE™ is also adding an element of interactivity to the Harlem Art Salon exhibits. Each artist's Switch-It™ panel will also feature a custom EI™ Tag Mobile Action Code that can be read by smartphones, directing mobile users to profiles of these artists and other examples of their portfolio.

Introducing the EI Switch-It™ Panel

The patented EI™ Switch-It™ Panel can be built into any type of garment, merging design and transforming consumer apparel into an easily changeable and stylized garment. EI™ Switch-It™ Panel are 100% recyclable, can be designed in different shapes and sizes and may be customized to the type of apparel or location on the garment they are placed. EI™ Switch-It™ Panels may represent a band, event, sporting team, customized designs, a personal cause, promotion or any other indicia. In addition to style or collectible applications, these garments also present an affordable clothing option in a struggling economy. Instead of the consumer having to buy a completely new shirt, clothing designers can offer different EI™ Switch-It™ Panels that can change the look of the garment at a fraction of the cost, with maximum visual impact in a matter of seconds.

EI™ Makes Consumer Apparel Interactive

EI™ Switch-It™ Panels can also feature EI Tags™. These proprietary EI™ Mobile Action Codes allow consumers to interact with EI™ Switch-It™ Panels by linking the EI Tag™ to any desired URL. Any consumer with a smartphone or wireless device can download and install an application such as the Microsoft® Tag Reader that will allow them to scan and read the EI Tag™ instantly. EI™ is preparing to launch its patent pending Near Field Communication (NFC) garment technology that allows a consumer to wave a smartphone in near proximity of an EI™ garment to instantly send data to a smartphone allowing a mobile user to identify the brand, manufacturer, model, size and availability of an EI™ equipped garment which gives the mobile user an opportunity to purchase the desired apparel direct from a retailer or manufacturer instantly via their mobile device.

About EYELEVEL INTERACTIVE™:

EYELEVEL INTERACTIVE™ (EI™) has created a paradigm shift for the uniform and consumer apparel industries by creating an intersection between the media and technology in which they call Mediology™. EI™ began by taking their patented Switch-It™ panels for employee uniforms and enhancing this application by combining it with digital interactive technologies, beginning with the EI™ Tag, an EYELEVEL INTERACTIVE™ branded mobile action code. EI™ continues to develop new patent pending interactive media technology and partners with leading distribution and technology companies in order to create and expand the interactivity between the consumer and the brands represented through EI™'s uniform and consumer apparel technology. The EI™ brand stands for innovation, interactivity, integrity, and sustainability. We are dedicated to providing consistent quality in our products and services as well as comprehensive training and on-going support for all of our licensees. Please visit www.eyelelevel.co for details about the line of products, services and information about the revenue and marketing solutions EI™ develops.

About FOUNTAIN ART FAIR:

Fountain Art Fair was founded in 2006 as an attempt to leverage support for smaller independent galleries to gain access to larger collectors and critics. Since its inception, Fountain has held five exhibitions in Miami, one in Chicago, and is now celebrating its sixth exhibition in New York. From its roots deep within the independent Williamsburg art scene, Fountain has grown to represent over 20 international avant-garde galleries and projects, showcasing progressive primary-market works. Fountain's venue, Pier 66 Maritime, is a 10,000 square-foot complex (including salvaged lightship The Frying Pan) that provides a raw, singularly resonant environment for experiencing Fountain's distinct mixture of progressive art, installations, and live performances. It is adjacent to all the major New York exhibitions such as The Armory Show and Pulse

