

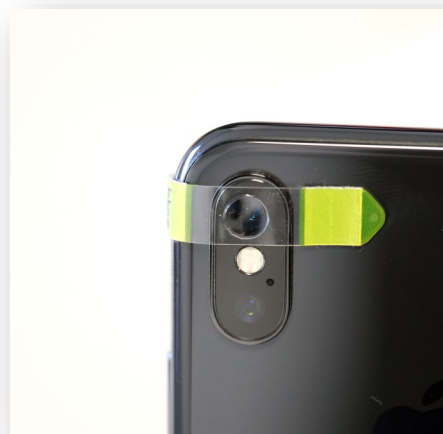
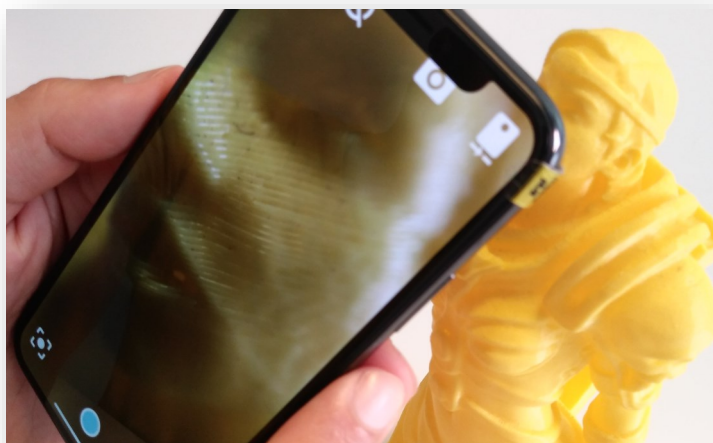


**blips**  
magnify the world



Micro-lenses for smartphone

**Customized solutions**



**SMO**  
SMART MICRO OPTICS



**Blips are add-on lenses for any smartphone and tablet, which enhance the optical features of any portable device.**

With them, you can have a powerful macro camera or even a microscope always with you.

The **extreme portability** of the Blips lenses is the ideal solution for anyone who needs to look at tiny details, anytime and anywhere. You can **take pictures or videos and share them** exploiting the well-know and powerful ICT of current phones or tablets.

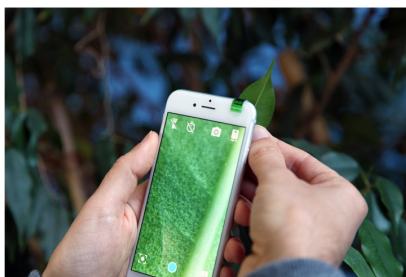
Macro Plus  
5x



Macro  
10x



For macro photography



This system allows anyone to have a powerful macro camera in his pocket.

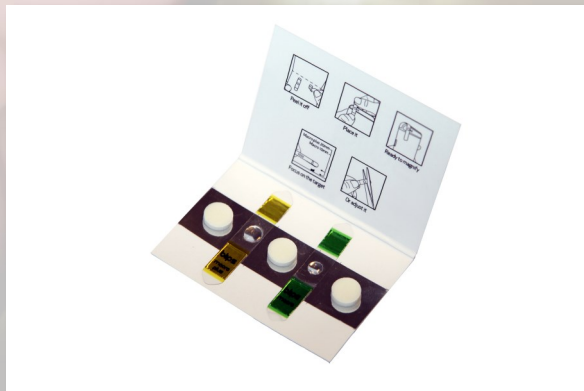
It can provide a **hi-level magnification together with an extreme ease of use**, and without expensive or bulky technology.

Blips are mini-objective lenses on flexible film. They cleanly stick on any smartphone or tablet, as an entrance door to the microscopic world for everyone.

So thin that you can keep BLIPS on your phone, even in your pocket, without worrying to lose it.

**BLIPS lenses work on all models of smartphones and tablets, also with multiple cameras, and they are reusable for years on end.**





The Blips lens kits come in a practical and extra-compact packaging.

The packaging can be customized in shape and graphics, according to the customer needs.

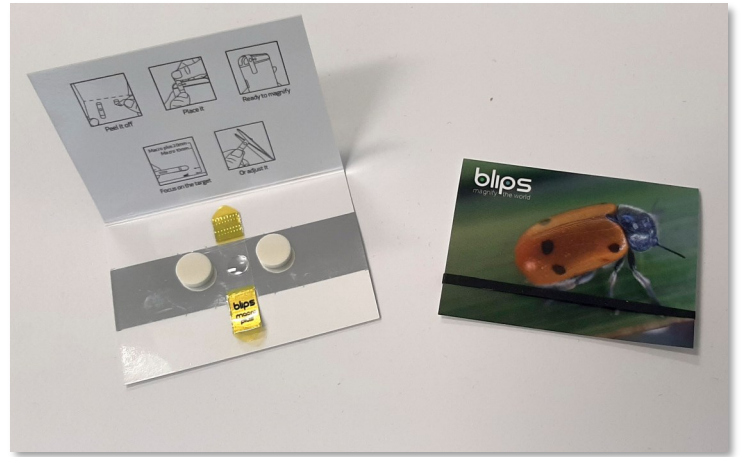
The innovative Blips lenses have been appreciated in many fields of application in which the investigation of microscopic detail is useful.



BLIPS lenses are innovative products that can be used in several different applications. Apart from being appreciated tools by Science and nature fans, they can be used as useful accessories to support other products when a microscopic control is useful. For example, to check the effectiveness of a medical treatment, the consumption/degradation of a mechanical component for quality checking, or to promote Science education/dissemination. Some innovative companies have already introduced this new offer to their customers, with great success.

**Providing the user with a control element is perceived as a guarantee of the product quality.**

**Blips Macro lenses are also excellent gadgets for technological events and for companies that love innovation.** The simplicity in the graphic customization of the packaging makes our products an ideal solution for any type of promotional use.



## Case study: FOCUS MAGAZINE

Customer: Mondadori

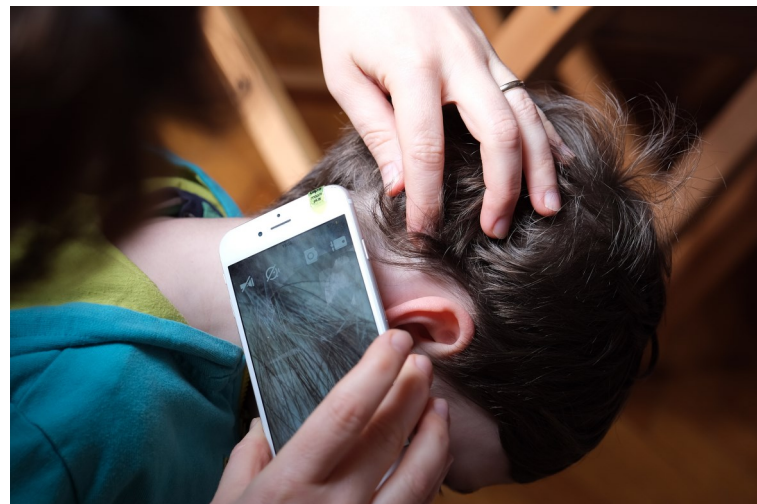
Total items: 15.000

Audience: general public and Science lovers

Focus is the most read monthly magazine in Italy.

It is a Science magazine mostly, and its audience is made of people of every age and interest, but with a common feature: curiosity.

A Blips Macro Plus lens was added as a supplement to the magazine of October 2019.



## Case study: MILICE (anti-lice shampoo)

Customer: Giuliani Farmaceutica

Total items: 38.000

Audience: families with children

The Blips Macro Plus lens is an ideal accessory for head lice control, to check the effectiveness of the treatment.

The lens was sold in all the Italian pharmacies in attachment to a well known brand of shampoo from Giuliani Farmaceutica, one of the main pharmaceutical companies in Italy.

For this collaboration, a specifically designed card has been designed, to keep the lenses safe inside the shampoo box.

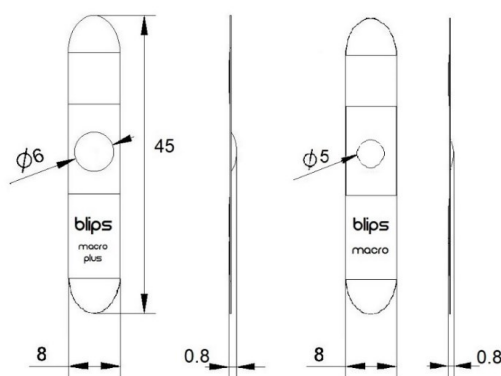
## TECHNICAL FEATURES

Blips is a trademark representing a set of mini-lenses for smartphone and tablet designed, developed and manufactured in Italy by Smartmicrooptics Srl.

These very thin plastic lenses are on a flexible film; the Blips lenses can be used on any phone model. Two sticky bands on the rear side of the flexible film keep the lens on the correct position, on the phone camera objective lens. The adhesive is reusable up to hundreds of times, and it can be easily replaced, if needed.

The **Macro Plus** lens (5x) and the **Macro** lens (10x) can be used for education, scientific purposes or for pure fun.

### Dimensions (mm)



### Optical features

Model	Working Distance	Magnification level (approx.)	Optical Resolution (micron)	Field of view (mm)
Macro plus	20 mm	5 X	15	20
Macro	10 mm	10 X	8	10

*These optical parameters may vary when the lenses are applied on different smartphone models.*

### Environmental stability

Storage Temperature	-10 to 50 °C
Operating Temperature	5 to 40 °C

### Materials

The Blips lenses are made of high transparent (>95% internal transmittance, for visible light) and high refractive index ( $n=1.57$ ) plastic resins. Two aluminum strips are on the flexible film for enhancing mechanical performance of the product.



Blips lenses has been customized and sold to magazines, institutions, universities, schools, companies and many other customers.

Their extreme portability and small dimensions make them the perfect idea for gifts, gadgets or attachments to other products.



The Blips lenses are made in Italy, in our headquarters in Genoa. We manufacture and check the quality of every single item. Our technology ensures hi-quality optical features together with ease of use, at a very low price.

SmartMicroOptics s.r.l. is a spin-off of the Italian Institute of Technology.

Blips lenses have been sold in more than 100 Countries all over the World and produced in more than 80,000 pieces.

Blips is a product already appreciated in many different field, and it can be bought as stand alone product, or coupled with other products as useful accessory.



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