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April 30, 2018

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## **AFFI Announces Collaboration with EyeSucceed**

*Transforming how companies apply enhanced food safety practices through EyeSucceed smart glass technology*

**Arlington, Va.** – The [American Frozen Food Institute](#) (AFFI) today announced its collaboration with [EyeSucceed](#) to become the exclusive trade association partner representing the food and beverage manufacturing industry. EyeSucceed brings together the power of assisted reality (AR) and smart glass technology to transform how the food industry implements food safety practices and address real-world challenges like high labor cost and employee training.

“EyeSucceed is defining how smart glasses can be used in the frozen food industry to deliver unparalleled results,” said EyeSucceed President and Co-Founder, Jennifer Tong. “We look forward to working with AFFI and its members as we develop and launch new applications for the food industry.”

EyeSucceed has been piloting smart glass livestreaming functionality for the last three years with food industry clients in the United States, Latin America, Europe and Asia. The ability to livestream from around the globe allows the food industry to view first production runs, conduct supplier quality calibration and assist field operations by providing expertise from remote locations while increasing efficiency and saving travel dollars.

EyeSucceed can also be used as an interactive, hands-free training experience for food industry employees. With their hands-free and a full range of view, employees can learn intuitively, directly and interactively with the assistance of prompts from expertly-prepared training modules.

“Tailored specifically to a company’s individual facility needs, this technology can transform how the frozen food industry applies enhanced food safety practices,” said AFFI Executive Vice President of Science and Policy Dr. Donna Garren. “In addition, EyeSucceed will drive consistency of food safety training that is frequently lost with one employee training another, as not all trainers provide the same message.”

For more information about EyeSucceed’s smart glass technology solutions for the food industry, please contact AFFI Executive Vice President of Science and Policy Dr. Donna Garren at [dgarren@affi.com](mailto:dgarren@affi.com).

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*The American Frozen Food Institute is the member-driven national trade association that advances the interests of all segments of the frozen food and beverage industry. AFFI works to advance food safety and advocates before legislative and regulatory entities on the industry's behalf to create an environment where members' foods and beverages are proudly chosen to meet the needs of a changing world.*

*EyeSucceed ([eyesucceed.com](http://eyesucceed.com)) is an NSF International company bringing smart glass technology and AR solutions to the food industry. By combining augmented reality with smart glass technology, EyeSucceed addresses real-world challenges including high labor costs, training, consistent execution and food safety. Founded in 2015, EyeSucceed is a Glass Partner.*