

## EyesOn Design Auto Exhibit Helping the Blind & Visually Impaired

*Proceeds from 15th annual event this June will be used for support groups, education and research*

**GROSSE POINTE PARK, MI., May 7, 2002** – For the 15th straight year, EyesOn Design, one of the world's premier car shows and the only show to focus on the emotion and character of automotive design, will raise important financial resources to help the Detroit Institute of Ophthalmology (DIO) and its programs which aid the blind and visually impaired.

The 2002 EyesOn Design weekend takes place Friday to Sunday, June 7 – 9 at the DaimlerChrysler Technology Center in Auburn Hills, Michigan. Tickets can be obtained by calling EyesOn Design at 313-824-EYES (3937). (A complete listing of events is below.)

EyesOn Design is a benefit for the DIO, a not-for-profit 501(c)(3) corporation founded in 1972. EyesOn Design is the primary source of revenues for the DIO's research, education and support group programs that enhance the independence of the visually impaired.

Funds for the DIO are provided solely through its annual events such as EyesOn Design and the generosity of contributors. The DIO does not pursue public funding or payments from insurance companies.

Services to the blind and visually impaired are provided at no cost. DIO programs are also delivered through more than 600 volunteers who give tirelessly of their time and effort. Most people receiving services from the DIO are low-income or senior citizens living on limited fixed incomes. DIO programs include:

**Support Groups:** Support groups meet on a regular basis throughout the Detroit region. More than 200 people are meeting at least twice a month to gain the support they need to live more independently. While participants come from all age groups, many are seniors.

**Education:** Last year, the DIO Ophthalmic Technology Courses saw more than 200 students attend classes that trained them to provide professional care to patients. The majority of students who attend these classes are either hard to employ or already work full time during the day. From the DIO's flexible schedule to its job placement services, students are helped to move into the marketplace and provide the care needed by patients throughout Michigan and elsewhere.

**Research:** The DIO has positioned itself as a leader in the eyes of researchers around the globe through two major initiatives: The Eye and The Auto, and The Eye and The Chip.

**The Eye and The Auto**, held last year in concert with the 2001 EyesOn Design car show, brought together 32 researchers from the automotive and vision research communities who gathered to explore the relationship between vision and the safe operation of motorized vehicles. Progress was achieved in creating greater cooperation and the sharing of valuable knowledge furthering efforts at making driving a safer experience for us all.

The DIO's second international forum on artificial vision, **The Eye and The Chip 2002: World Congress on Artificial Vision**, will take place June 6 – 8 at Lawrence Technological University in Southfield, Michigan. The goal of The Eye and The Chip is to create a computer chip through the marriage of biology and technology that will help the blind to see. Thirty five experts involved in ophthalmology, computer chip design, electrical engineering, neuro-biology, optics, physics, physiology and numerous other sciences will be represented. Up to 300 people are expected to attend the forum. Artificial vision holds great promise in helping some blind people to one day see again.

The 2002 **EyesOn Design** Weekend will feature Performance Vehicles and run from Friday to Sunday, June 7 – 9 at the DaimlerChrysler Technology Center in Auburn Hills, Michigan. Events include:

### **Friday, June 7**

**What:** Eve of the Eyes – An informal social event honoring the design profession and open to the general public. The event will honor Carl Olsen (retired), College of Creative Studies in Detroit, as the Honored Design Educator. Eve of the Eyes is a preview of the EyesOn Design exhibition featuring vehicles of the past, present and future. Eve of the Eyes is hosted by ASC Incorporated.

**Time:** 6:00 p.m. – 9:00 p.m.

**Tickets:** \$25 / \$15 for students

### **Saturday, June 8**

**What:** Vision Honored – “Creative Formal - Black-Tie” Automotive Design Banquet. The evening will include presentation of the EyesOn design Lifetime Achievement Award to Tom Gale, Member, Board of Management, DaimlerChrysler AG and Executive Vice President - Product Development & Design, Chrysler Group. Vision Honored is hosted by DuPont Automotive, JCI and Delphi Automotive.

**Time:** 6:00 p.m.

**Tickets:** \$250.00

### **Sunday, June 9**

**What:** Private Eyes Brunch – An elegant brunch for automotive professionals and the general public. Hosted by Lear and Solutia.

**Time:** 10:00 a.m. – 1:00 p.m.

**Tickets:** \$100.00

**What:** EyesOn Design Auto Exhibit – A celebration of Automotive Design featuring more than 200 of the world’s finest vehicles. Judging by automotive designers will take place with crystal awards being presented mid-day to the owners of the “Best of” vehicles.

**Time:** 10:00 a.m. – 4:30 p.m.

**Tickets:** \$15.00 / \$12.00 in advance

*Tickets can be obtained by calling EyesOn Design at 313-824-EYES (3937).  
For more information about EyesOn Design and the DIO, visit: [www.eyeson.org](http://www.eyeson.org)*