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Global Blue Light Summit Features Salus University Professor



The live global event on Oct. 15, featuring PCO/Salus professor Dr. Mitchell Scheiman, will highlight health issues and solutions from the world's largest brands in electronics and healthcare.

Elkins Park, Pa. — Pennsylvania College of Optometry (PCO) at Salus University professor, dean of research, and director of the University's Biomedicine programs, **Mitchell Scheiman, OD, PhD, FAAO**, will be among the featured speakers at the Blue Light Summit 2020, an annual event bringing together world leaders from consumer electronics and healthcare. This year's event will be hosted virtually, due to global travel restrictions and safety considerations related to the COVID-19 pandemic, on Thursday, Oct. 15 at 9 p.m.

Featuring Dell, HP, Lenovo, Acer and ZAGG Brands, among other global technology leaders, the virtual event will include new product and solution introductions and discussions by healthcare professionals about the connection between screen time, blue light exposure and

overall health — an issue of growing importance with the widespread shift to remote learning and working amid COVID-19.

According to the Screen Time 2020 Report, which includes survey results from employers and vision care providers related to screen time and blue light exposure, 94 percent of eye care providers surveyed are "very concerned" to "somewhat concerned" about the impact of digital device screen time on their patients' eyes, and more than 77 percent of employers are "somewhat" to "very concerned" about the impact of digital device screen time on their employees' eyes and health.

Additionally, the average number of hours people use digital devices has grown significantly, especially as more employees work remotely and distance learning becomes more common for students. In the U.S., a recent Nielsen study estimates that people spend an average of more than 13 hours per day on digital devices amid the global pandemic.

Presented by UnitedHealthcare Vision, TÜV Rheinland Group and Eyesafe, the event will include an eye doctor roundtable discussion on the health impacts of blue light exposure and multiple topics surrounding advances and new product solutions spanning electronics, healthcare and vision insurance. In addition to leading device manufacturers and healthcare experts, the event will include presentations by Gene Munster, Managing Partner at Loup Ventures and Frank Azor, Chief Architect of Gaming Solutions at AMD.

During the event, global brands in consumer electronics will be unveiling new hardware and aftermarket solutions that protect users' eyes from harmful blue light emissions.

The summit will address the issue and global challenge of the growing prevalence of screen time, high-energy blue light exposure and industry solutions to encourage safety. There is no cost to attend.

For more information or to register for the Blue Light Summit, visit bluelightsummit.com.

About Salus University

Salus University, founded as the Pennsylvania College of Optometry in 1919, today is a diversified, globally recognized professional academic center of learning that offers a wide range of degree programs in the professions of Optometry, Audiology, Physician Assistant, Blindness and Low Vision Studies, Biomedicine, Occupational Therapy and Speech-Language Pathology. Salus operates four clinical facilities in Philadelphia and Montgomery counties that provide highly specialized vision, hearing and balance, and speech-language pathology services. The University has more than 1,200 students, and more than 14,000 alumni worldwide. For more information, please visit www.salus.edu.