

EyeBrand Manifesto

Being an EyeBrand transcends mere collaboration with BlindLook or token gestures for the visually impaired. It embodies a profound commitment to wholeheartedly embracing the 285 million visually impaired individuals in every aspect of life, leaving no one excluded. EyeBrand epitomizes those brands that tirelessly endeavor to enhance inclusivity, firmly grounded in the principles of equality, and always ready to provide the service that every individual rightfully deserves. These brands not only recognize the precise count of 285 million visually impaired individuals but also acknowledge the pivotal role played by our audio technology, which we diligently strengthen every day with the advancing technology of AI.

Furthermore, being an EyeBrand is not just a surface-level label; it serves as a powerful call to action. It represents membership in a community of brands that share our core values of inclusivity and possess a profound belief in the transformative power of audio experiences. To embody EyeBrand is to celebrate the rich tapestry of diversity, bridge the divides, and empower every individual, regardless of their visual abilities, to thrive within the intricate fabric of life's experiences. It signifies a solemn commitment, a pledge to lead the charge towards a world that embraces the brilliance of inclusivity—one exceptional brand experience at a time. As you step into the realm of EyeBrand, an unwavering symbol of change, we extend a heartfelt invitation to you. The signatories of this manifesto have taken a concrete step towards inclusion and feel responsible for a more accessible and egalitarian world. Join us in this transformative journey towards a more accessible and inclusive world.