

HYPERFOCUS OPTICALS

In today's society, there are many prejudices about people with ADHD. For instance, they are often stereotyped as individuals who can't sit still or have difficulty concentrating. However, the diagnosis is much more complex than these stereotypes suggest and comes with numerous advantages.

One such advantage is hyperfocus, a trait frequently observed in individuals with ADHD, which proves to be a valuable asset in many situations. It involves the ability to concentrate more intensely and for a longer period than others, accompanied by a notable source of energy.

Recognizing that 70% of children and young people diagnosed with ADHD in Denmark are boys, we initiated a collaboration with Blizzard Entertainment's game World of Warcraft.

In connection with the revived hype around WoW, we have introduced a limited edition item – the hyperfocus optical – designed to enhance some of the superpowers commonly associated with individuals with ADHD.

These characteristics offer a concrete perspective on how ADHD can be viewed as a superpower, making the diagnosis more relatable for friends and family, while spreading awareness about the positive aspects of the condition.

As part of this initiative, we have also developed a banner that appears when you put on your hyperfocus opticals. This banner provides information about the real superpowers of people with ADHD and directs you to additional resources on the subject.

Our aim is to spread awareness about the superpowers of ADHD, encouraging a more nuanced and positive understanding of the condition.