Focus Ex

Press kit · A reading companion for the web

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About Focus Ex

ONE-LINER

Focus Ex is a reading companion for the web that helps people stay focused on long texts.

SHORT DESCRIPTION

Focus Ex is a browser extension that makes on-screen reading calmer and more focused. It highlights the sentence you're reading, applies a reading-optimized focus font, and strips away visual clutter, so long articles and documents are easier to follow. Built by a product designer researching digital typography and reading attention, Focus Ex is free to use and available for Chrome and Safari on macOS and iOS.

LONG DESCRIPTION

Reading on screens is harder than it should be. Dense layouts, ads, and endless scrolling pull attention away from the text itself. Focus Ex is a browser extension designed to bring that attention back.

Focus Ex guides the eye through a text by highlighting the sentence currently being read, helping readers keep their place and skim long content more effectively. Its focus font, set with readability in mind, makes text easier on the eyes, and its reading view removes distractions around the content.

The idea was first presented in 2020 as a university thesis project and launched as a beta extension in 2022. It has since developed alongside doctoral research on digital typography and reading attention at Moholy-Nagy University of Art and Design (MOME) in Budapest, so its features are informed by readability research, not visual tricks.

Focus Ex works in Chrome and Safari on macOS and iOS. The extension is free to use, with premium features available by subscription after a 30-day free trial. A dedicated Focus Ex reader app is planned to launch as a beta platform in 2027.

Fact sheet

Product	Focus Ex, a reading-focus browser extension
What it does	Sentence highlighting to keep your place; reading-optimized focus font; distraction-free reading view
Platforms	Chrome; Safari (macOS and iOS)
Pricing	Free to use; premium features by subscription, with a 30-day free trial
Milestones	2020: concept first presented as a university thesis project 2022: extension launched in beta 2027: Focus Ex reader app beta (planned)
Founder	Szabolcs Vatány, product designer, Budapest

Research background	Developed alongside a DLA (doctoral) research project at MOME on digital typography, readability, and reading attention (expected completion 2027)
Based in	Budapest, Hungary
Website	focus-ex.com
Press contact	press@focus-ex.com

Awards and mentions

- **Driven X Design Berlin Award**
- **Art Hungary** – 3rd prize
- **Hungarian Design Award** – Junior category, 1st place

Founder



Szabolcs Vatány is a senior product designer based in Budapest with over six years of experience across agencies, corporations, and startups, designing end-to-end experiences for web, iOS, and Android. He is completing a doctorate at Moholy-Nagy University of Art and Design (MOME), where his research focuses on digital typography, readability, and attention in on-screen reading. Focus Ex is where that research becomes a product.

Press contact

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For interviews, review access, or additional assets, get in touch. We usually reply within 1–2 business days.
Logos, screenshots and the headshot are available in the press kit at focus-ex.com.