



**News & Information**

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**CONTACT:**

Heather Allen  
Essilor of America  
(214) 496-4811  
[hallen@essilorusa.com](mailto:hallen@essilorusa.com)

**PATIENTS ARE ADAPTING BETTER, FASTER WITH ACCOLADE AND  
ACCOLADE FREEDOM LENSES**

*Essilor introduces the new duo for individualized visual performance*

**DALLAS** – (January 5, 2007) – Fine tuned for perfect visual harmony, Accolade™ and Accolade Freedom™ lenses are the newest progressive addition lenses (PAL) from Essilor of America, Inc. Available in February 2007, Accolade and Accolade Freedom lenses are the new top-tier progressive options for eye care professionals (ECPs) to offer their patients.

Lenses custom designed based on ametropia began with Essilor's introduction of Ovation® lenses and today Accolade lenses take progressive lens technology a step further by customizing the lens to the specific eye shape. Accolade lenses with Harmonix™ technology deliver fast adaptation and better vision, providing the precise lens design that each eye shape requires. Both Accolade and Accolade Freedom lenses are designed utilizing Harmonix technology, which incorporates each patient's eye shape into the PAL design.

“The Harmonix technology created for Accolade and Accolade Freedom lenses truly allows patients to see better, faster,” said Carl Bracy, vice president of marketing for Essilor of America. “Our research shows that nine out of ten patients adapt immediately to Accolade lenses and that Accolade lenses are actually preferred over our successful Ovation lenses, three to one.”

Accolade Freedom lenses offer wearers all the benefits of Harmonix technology with the added dimension of new FrameOptimization™ technology. The Accolade Freedom lens design uses FrameOptimization technology to customize the backside design using digital surfacing, based on frame dimensions. This allows patients the freedom to choose virtually any type of frame to fit their lifestyle.

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FrameOptimization technology takes into account the RX of the patient, the frame size and the fitting parameters. Because unlike other progressives, it adapts lenses to their particular frame which maximizes the fields of vision for any frame and optimizes corridor length. Therefore, Accolade Freedom offers superior optics without additional measurements, resulting in even faster adaptation.

Accolade and Accolade Freedom lenses are the new duo designed to help patients see better, faster. With technology that takes individual eye shape and frame dimension into account, they create perfect visual harmony with more frame choices. Accolade lenses have a 17 mm fitting height and Accolade Freedom lenses have a fitting height as low as 15 mm. Accolade Freedom lenses come systematic with Crizal and other premium Essilor anti-reflective (AR) coatings. Both lenses will be available through Essilor Laboratories of America (ELOA) and Independent Distribution Division (IDD) laboratories.

Essilor is the leading manufacturer of optical lenses in the United States and is the market leader in progressive, high-index and anti-reflective coated lenses. A pioneer in the development and production of ophthalmic lenses, Essilor employs more than 8,500 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, DEFINITY™ and other Essilor brand names. Essilor Laboratories of America (ELOA) is the largest, and most trusted, optical lab network in the U.S. and offers a wide choice of services and lens brands, including Essilor premium lenses, to eye care professionals across the nation. Essilor of America, Inc. (Essilor) is a subsidiary of Paris-based Essilor International, S.A., a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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