



News & Information

FOR IMMEDIATE RELEASE

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VARILUX PHYSIO AND CONTRAST SENSITIVITY

Varilux Physio provides up to 30 percent greater contrast sensitivity

DALLAS – (March 23, 2007) – Essilor of America, Inc. (EOA) announces new research that shows Varilux[®] Physio[®] lenses provide up to 30 percent greater contrast sensitivity than other standard progressive lenses.

“Contrast sensitivity is one of the best and most important ways to define sharp vision,” said Kim Schuy, Varilux brand manager. “This exciting new development proves that Varilux Physio delivers sharper ‘real world’ vision with improved depth, dimension and detail. This is great news for eye care professionals (ECPs) to share with their patients, and even better news for presbyopes seeking the most technologically advanced lenses.”

Contrast sensitivity provides a better real-world measure of visual sharpness than visual acuity, which measures vision quality using perfect contrast: black letters on a white background. For example, visual acuity measures how well you can see a black cat on white snow, while contrast sensitivity measures how well you can see a white cat on white snow. Because of its patented W.A.V.E. Technology: Wavefront Advanced Vision Enhancement[™], only Varilux Physio lenses are proven to increase contrast sensitivity by up to 30 percent.

Due to the reduction in higher-order aberrations on a Varilux Physio lens, the increased contrast sensitivity helps patients separate foreground from background and makes colors brighter, details sharper. Patients are able to see the world with optimal clarity, depth and dimension.

Through W.A.V.E. Technology: Wavefront Advanced Vision Enhancement, Essilor has adapted the wavefront technology used in laser surgery to correct vision by detecting and even eliminating surface distortions found in other progressive lenses. For the first time, Varilux

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engineers can analyze the entire beam of light entering the pupil – not just a single ray – and identify lens distortion and compensate for it, controlling the quality of the wavefront passing through the lens to achieve optimal acuity.

W.A.V.E. Technology: Wavefront Advanced Vision Enhancement uses patented, proprietary software to scan the entire surface of the lens, calculating the targeted optical function for each gaze direction.

In January of 2006, Essilor launched Varilux Physio 360°™ lenses and Varilux Physio lenses as the first lenses to deliver the corrective power of W.A.V.E. Technology: Wavefront Advanced Vision Enhancement to presbyopes seeking the sharpest, most natural vision. Worldwide studies with more than 2,000 patients conducted by Essilor showed that wearers preferred Varilux Physio lenses no matter what the ametropia, age of presbyopes or previous type of lens.

Available Images: 288626 – Varilux Physio; 323937 – Varilux Physio 360°; 323938 - Varilux Physio 360°

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., the worldwide leader in ophthalmic lenses and a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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