



News & Information

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ESSILOR LAUNCHES VARILUX ELLIPSE 360°
The latest digitally surfaced progressive lens from Varilux

DALLAS – (March 23, 2007) – Essilor of America, Inc. (EOA) continues to expand its choices for eye care professionals (ECPs) by launching Varilux Ellipse 360°™ lenses, the newest digitally surfaced progressive lens from Varilux.

“In May, we are bringing Varilux Ellipse 360° to our ECPs and their customers,” said Kim Schuy, Varilux brand manager. “Varilux® Ellipse® is designed specifically for small frames and by combining with 360° Digital Surfacing™, we are combining an award-winning short corridor design with the latest digital surfacing process. This new product offers wider fields of vision, less distortion and improved acuity than other short corridor designs.”

As the inventor of progressive lenses, Varilux has built its reputation providing superior front-side designs. The front-side design of a Varilux Ellipse 360° lens is now aligned with the back of the lens using proprietary software, Point-By-Point Prescription Mapping™, to create an optimized back-side design. This optimized back-side design is then applied with 360° Digital Surfacing, a patented manufacturing process that digitally surfaces it with absolute accuracy. The combination of the design and 360° Digital Surfacing results in less distortion, greater acuity, and even wider fields of vision.

360° Digital Surfacing maintains the integrity of the Varilux Ellipse lens design. No other progressive lens offers such a wide viewing area, with 85 percent of power achieved at only 9.5 mm. Varilux Ellipse lenses offer superior distance vision with a full 140° of unsurpassed sharp field of vision. Varilux Ellipse lenses are designed specifically for today’s presbyopes wanting smaller, stylish frames that require a fitting height as low as 14 mm.

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Varilux Ellipse 360° lenses are systematically available with Crizal[®], Crizal Alizé[®] or Crizal Alizé with Clear Guard[™].

Also, the traditional Varilux Ellipse lens line is expanding and is now available in Thin&Lite[®] 1.60 in both clear and Transitions[®] V in Gray.

Available images: 288604 – Varilux Ellipse

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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