



News & Information

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ECPs Glow About Varilux Ipseo

Essilor Hosts Varilux Ipseo Symposium to Begin Roll-out Process

DALLAS – (April 12, 2005) – More than 50 Eye Care Professionals attended, “The Varilux Ipseo Product Symposium,” held April 4th in New York City. The gathering featured Essilor executives, marketing and sales representatives to explain the benefits of the new Varilux Ipseo progressive addition lens (PAL) and the VisionPrint System™ (VPS).

Varilux Ipseo is the world's first individualized PAL, each lens made specifically for each person through the integration of an individual's physiological measures of Head and Eye movements and prescription parameters. The VPS is a diagnostic device that measures a patient's Head and Eye movements which are then used to custom create the Ipseo lens design to optimize a patient's field of vision. In addition to their individualized prescription and personal Head and Eye measurements, each lens features the patient's initials engraved on the lens, making Varilux Ipseo the most individualized tailor-made lens on the market.

“Essilor is delighted to officially offer Eyecare Professionals this unprecedented technology,” said Mike Daley, president of Essilor Lenses. “With the VPS unit and Varilux Ipseo, Essilor has succeeded in integrating Head and Eye movement into the optical design of our product. We are committed to ensuring that ECPs have the necessary training to maximize this technology to create the ultimate vision solution for their patients.”

Pete Hanlin, Sales Training and Development Manager, led the symposium which included both technical and marketing presentations. The seminar topics included:

- Explanation of freeform technology and how Varilux uses this technology to optimize patient satisfaction with the launch of Varilux Ipseo.
- Discussion of individualized lenses and their benefits.
- Introduction to the Vision Print System including a demonstration of how to take patient head/eye measurements
- Shared success measures for selling Varilux Ipseo based on global launch learnings and a 2004 U.S. beta test.

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).

Essilor International is the Official Worldwide Supplier of Ophthalmic Lenses to Special Olympics-Lions Club International Opening Eyes Program.

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Essilor is the leading manufacturer of optical lenses in the United States and founding partner of VisionWebSM, www.visionweb.com, the premier Internet-based tool for eye care providers backed by industry leaders. A pioneer in the development and production of ophthalmic lenses, Essilor is the market leader in progressive, high-index and anti-reflective coated lenses. The company manufactures optical lenses under the Varilux®, Crizal®, Airwear® and Essilor brand names. For more information, please see the new www.essilorusa.com.

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