



**FOR IMMEDIATE RELEASE**

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**ESSILOR INTRODUCES REVOLUTIONARY EYECODE LENSES**

*Breakthrough Visioffice Technology Allows ECPs to Deliver the Highest Level of Individualization Available Based on Dynamic 3D Measurements*

**DALLAS – (Oct. 7, 2010)** – Essilor of America, Inc. the nation’s leading manufacturer of optical lenses, introduces eyecode™ lenses, a revolutionary product that takes individualization to an unprecedented level offering patients the most precise vision possible, no matter where they look through eyecode lenses. Eyecode lenses are measured exclusively with Essilor’s patented Visioffice® system, a breakthrough in measurement technology.

For the first time, a live, three-dimensional (3D) measurement of the human eye can be performed quickly and accurately in eyecare professional (ECP) practices. This dynamic 3D measurement determines the exact position of the eye rotation center (ERC), the new reference for pupillary distance and fitting height measurements.

The Visioffice system replaces an approximate vertex distance with the distance between the eye rotation center and the lens called the eye rotation center distance (ERCd). These three measurements, pupillary distance (PD), fitting height (Fh) and ERCd, build the very unique code of each eye, which forms the foundation of lens individualization based on the physiology of each wearer.

“Our eyecode lenses are the first to personalize optical precision for each patient,” said Carl Bracy, senior vice president of marketing for Essilor of America. “Using Essilor’s patented Visioffice system, ECPs can perform dynamic 3D eye measurements in their own practices that are used to create individualized eyecode lenses.”

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Because each eye is unique, each lens must be, too. When directing the eye to view any given object, all fixation axes will pass through the eye rotation center and intersect the lens in precise areas. Knowing the position of the eye rotation center is the only way to calculate the unique optical function for each gaze direction and achieve perfect lens to eye alignment.

Rather than applying theoretical values, eyecode lenses are uniquely manufactured using real 3D coordinates of the ERC. When these very specific measurements are applied in the centering process and Essilor's manufacturing process, the patient benefits from the most precise vision possible, instantly and effortlessly.

Varilux Ipseo IV eyecode™, Varilux Physio Enhanced eyecode™, and Essilor eyecode™ Single Vision lenses are now available to ECPs and their patients.

For more information about eyecode lenses and the Visioffice measuring system, contact your Varilux sales representative. And check out eyecode updates on any smartphone browser by bookmarking <http://mobile.essilorusa.com>.

### **About Essilor**

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 9,000 people throughout North America. Essilor manufactures optical lenses under the Varilux®, Crizal®, Thin&Lite®, Xperio™ and 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 eyecare 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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