



**FOR IMMEDIATE RELEASE**

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**ESSILOR DEBUTS VARILUX DRx LENSES AT VISION EXPO WEST**  
*Ophthalmic Leader Launches Best Back Side Digital Lenses on the Market*

**DALLAS – (Oct. 7, 2010)** – Essilor of America, Inc., the nation’s leading manufacturer of optical lenses announces the launch of Varilux DRx™ lenses, the only back side digital lenses that offer superior Varilux® performance and consistent precision. New Varilux DRx lenses combine three critical elements: superior Varilux design backed by real wearer testing, high quality Essilor semi-finished single vision (SFSV) lenses and Essilor’s proprietary Digital Surfacing Process Control (DSPC). No other digitally surfaced back side lens utilizes these three elements.

“Design is everything when it comes to progressive addition lenses (PAL),” said Carl Bracy, vice president of marketing, Essilor of America. “Unlike other manufacturers’ ‘free form’ or ‘full back side’ lenses, only Varilux DRx lenses use a unique three-step process for superior back side digital lenses.”

Varilux lenses use the Live Optics design process, which integrates the results of real-wearer testing at each stage of lens design – unlike other manufacturers that design lenses using a computer simulation without real wearer testing. The Live Optics process creates a lens design that more accurately complements the human eye.

Only Varilux DRx lenses require specific Essilor semi-finished single vision lenses. Knowing the exact curvature of the lens allows the design to be applied accurately every time. Competitive brands place limited or no restrictions on SFSV lenses used to make their products, compromising the integrity of the design. Using a dedicated SFSV lens produces consistent precision in the finished product.

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Essilor's proprietary Digital Surfacing Process Control (DSPC) ensures consistency and quality. Only Varilux mandates every certified laboratory tests and calibrates its digital processes daily. Even digital surfacing can be imprecise without the proper process controls. DSPC delivers Varilux performance and quality on every Varilux DRx lens.

Beginning October 19, 2010, product availability for Varilux DRx lenses will include:

- Varilux Physio DRx™ - for clearer, sharper vision at every distance
- Varilux Physio Short DRx™ - for the sharpest, most natural vision available in 14mm – 17mm
- New Varilux Comfort DRx™ - for better performance for every modern visual demand
- New Varilux Comfort Short DRx™ - for wider fields of vision than any competitive short-corridor PAL

All four products above will be available in 1.50 Index Plastic, 1.50 Transitions® VI (Gray and Brown), Airwear® Polycarbonate and Airwear Transitions (Gray and Brown).

For more information about Varilux DRx lenses, contact your Varilux lab representative or visit [www.variluxusa.com](http://www.variluxusa.com). And check out updates on Varilux DRx lenses by bookmarking <http://mobile.essilorusa.com> on any smartphone browser.

### **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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