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ESSILOR DEBUTS VISIOFFICE VIDEO SERIES

Videos Include Valuable Insight and Instruction on the State-of-the-Art Visioffice System

DALLAS – Sept. 22, 2011 – Essilor of America, the nation’s leading manufacturer of optical lenses, today announces a new series of videos about the Visioffice[®] System, a state-of-the-art measuring device that provides eyecare professionals (ECPs) with a fast, accurate way to measure patient personalized parameters to dispense unique Essilor lenses that provide optical precision. The nine videos, available on essilorvisioffice.com and the [Varilux[®] lenses YouTube channel](#), provide valuable insight into how the Visioffice System can help patients and ECPs.

Two videos explain the Visioffice System and how it benefits eyecare providers and their patients, including testimonials from ECPs discussing how the system has improved their practices. The series also contains seven training videos that provide step-by-step instructions for dispensers using the Visioffice System, including navigating the system, frame selection, reviewing the measurements and more.

“Essilor designed this robust new series of videos to help ECPs understand and implement the Visioffice System to create a unique, compelling and satisfying patient experience,” said Howard Purcell, O.D., F.A.A.O., Dipl., vice president of customer development, Essilor of America. “We are committed to continuously offering new tools to help ECPs differentiate their practices and grow their business.”

The Visioffice System is easy to use and the fastest and most accurate measurement instrument on the market today. With a single device, ECPs can measure all fitting parameters and positions of wear required for any lens available. It is the only in-office measuring device that captures the patient’s real eye rotation center (ERC), a three dimensional measurement of the eye’s exact optical rotation center. The ERC measurement allows for the creation of the most individualized

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lenses available on the market: Varilux Physio Enhanced eyecode™ lenses, Varilux Ipseo IV eyecode™ lenses and Essilor eyecode™ Single Vision lenses.

For more information about the Visiooffice measuring system, contact your Varilux sales representative or visit essilorvisiooffice.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®, Xperio®, DEFINITY®, Thin&Lite® 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, a publicly held company traded on the Euronext Paris stock exchange (Reuters: ESSI.PA).

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