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**ESSILOR INTRODUCES NEXT EVOLUTION IN DIGITAL LENS TECHNOLOGIES**

*Varilux Comfort Enhanced Fit Lenses and the Visiooffice 2 System Among Newest Technology Developments*

**DALLAS – Jan. 7, 2014** – Essilor of America, the nation’s leading manufacturer of optical lenses, announces the launch of Varilux Comfort Enhanced Fit™ digital lenses, a new personalized option within the Varilux® Comfort® lenses family that is easy to prescribe. Varilux Comfort digital lenses, which were first introduced in 1993, and redesigned in 2010, are the world’s most popular progressive lens design – surpassing 100 million pairs sold worldwide. The new Varilux Comfort Enhanced Fit digital lens is the latest version of the innovative lens design that is tested and approved by wearers.

Nine out of ten eyeglass wearers have different frame wearing parameters outside the average values traditionally used to calculate lens design. Varilux Comfort Enhanced Fit digital lenses allow the lens design to be optimized through use of personalized frame wearing measurements. In addition, these lenses minimize unnatural head movement when reading, provide comfortable transitions at all distances, reduce peripheral distortion to expand visual fields throughout the lens, and offer design elements on both sides of the lens through Varilux DualOptix™ digital surfacing.

“Eyeglasses are worn in a very personal way, and the right fit depends on wearer facial features and frame choice,” said Carl Bracy, executive vice president of market & business development, Essilor of America. “With Varilux Comfort Enhanced Fit digital lenses, one of Essilor’s newest innovations in progressive lens design, ECPs can offer patients personalization of their lenses based on the frames they choose.”

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Comfort Enhanced Fit digital lenses are easily dispensed using the current Visiooffice<sup>®</sup> System, as well as the new Visiooffice<sup>®</sup> 2 System, which features cutting-edge, digital measuring technology that will be available this month.

For more information on Varilux lenses, please visit [Varilux.com](http://Varilux.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 10,000 people throughout North America. Essilor manufactures optical lenses under the VARILUX<sup>®</sup>, CRIZAL<sup>®</sup>, XPERIO<sup>®</sup>, DEFINITY<sup>®</sup>, THIN&LITE<sup>®</sup> and other Essilor brand names. Essilor Laboratories of America, Inc. 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, a publicly held company traded on the Euronext Paris stock exchange (Reuters: [ESSI.PA](#)).

Visiooffice 2 software was developed by the Essilor group, drawing on the expertise of proprietary Activisu measurement technology. The mirror and the Activisu brand are the property of Interactif Visuel Système (IVS).

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