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**ESSILOR INTRODUCES LATEST ADVANCEMENT
IN DIGITAL MEASURING TECHNOLOGY**

New Visioffice 2 Delivers More Accurate, Consistent Measurements for all Patient Needs

DALLAS – March 28, 2014 – As dispensing technology continues to evolve, Essilor of America is excited to be on the forefront of that evolution with the next generation of digital dispensing systems – the Visioffice[®] 2.

The unique, high definition Visioffice 2 dispensing platform allows eyecare professionals to provide their patients comprehensive vision care with a full range of accurate patient measurements, detailed and consumer-friendly patient education modules and access to exclusive Varilux[®] lenses.

Faster and more powerful, this innovative HD imaging system leverages patented 3D patient measuring technology to deliver an accurate, precise and consistent way to prescribe and fit patients' lenses. Since imaging is captured in full 720p resolution, patient images will be crisp, clear and easy to view, even in challenging light conditions.

“Essilor’s continued focus on innovation is a top priority, and the Visioffice 2 is a perfect example of cutting-edge, technology that delivers unparalleled performance,” said Carl Bracy, executive vice president of market & business development, Essilor of America. “This tool will help eyecare professionals more easily and efficiently dispense lens designs for every patient’s specific, individual needs.”

Additionally, the Visiooffice 2 has been expanded by 18 inches to accommodate more patients and also features a new measurement option for Fitting Height Optimization to ensure natural and accurate fitting for every patient.

Visiooffice 2 offers consumer-friendly sales support and education modules that are easy to navigate and are displayed on a widescreen HD touch panel for better viewing. The frame styling module has been enhanced to allow patients to easily compare up to eight different styles using a drag-and-drop interface.

For more information on the Visiooffice 2, 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 10,000 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, 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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