



2016.11.17

ESSILOR RAISES AWARENESS ON VISUAL HEALTH AT PARIS GAMES WEEK

Gamers, especially young adults, are spending more and more time on digital devices. A look back at Paris Games Week to see how Essilor has been raising awareness of how best to maintain eye health and enjoy connected life.

Paris Games Week, Europe's second largest trade fair for the video-games industry, opened its doors from 26-31 October to over 310,000 visitors keen to explore the growing range of video, virtual reality and online game experiences. Essilor was a key player in the e-sports hall to get gamers thinking about how to protect themselves from digital eye fatigue and the risks of harmful blue-light.

Eyecare professionals and Essilor staff were on hand to test vision, offer advice and promote Eyezen™, an Essilor innovation from 2015 designed for today's connected lifestyles to preserve eye health while enabling wearers to enjoy the on-screen activities. Visitors were able to try out Essilor's virtual reality lens dispensing aid Nautilus, take on Rekkles, famous professional eSports gamer of Fnatic team in the Eyezen Challenge, as well as meet celebrity gamers and video streamers at photocalls throughout the event.

New online habits, are increasing the amount of time people spend staring at screens, especially younger generations. According to a 2016 survey of visual health from ASNAV, the French national association for the improvement of visual

health, 16-24 year olds in France daily spend 9 hours 24 minutes in front of screens, for gaming, video streaming and other online pursuits.

© Essilor 2016