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ESSILOR LAUNCHES NEW PROGRESSIVE LENS: VARILUX X SERIES

Essilor introduces a new vision frontier – arm’s length vision – with its new premium progressive lens Varilux® X series™.

Essilor has launched its latest innovation to enhance the visual experience of presbyopes – going one step further in understanding the evolving needs of wearers and putting them at the heart of its innovation process. Group designers have focused efforts on improving vision at arm’s length – reflecting the multitude of near vision tasks of today’s lifestyles. The Varilux® X series™ in particular has been designed to meet the ever-changing expectations of Generation X, consumers born between 1965 and 1980, who are highly active, digitally connected and don’t want to be limited by their vision. But it’s also a progressive lens that ensures quality vision at every distance for all active presbyopes.

By re-shaping a specific zone in the lens, it overcomes a typical frustration with many progressive lenses – having to adjust one’s head to find the right angle. The Varilux® X series™ lens is the result of innovation in lens design with Xtend™ technology which delivers additional benefits for today’s near vision demands. Combined with a new calculator Essilor is able to design each lens with much greater precision taking into account multiple targets for one gaze direction.

Nearly 3,000 presbyopes around the world participated in the development of the Varilux® X series™ through focus group interviews, video selfies and new methodologies of wearer testing including Essilor’s new HouseLab™ – a controlled home environment to observe and discuss wearer experiences.

Following the launch of Varilux® X series™ across Europe, more than 10,000 eye care professionals have already begun to explore the benefits of this revolutionary progressive lens at a series of events and roadshows. Featuring augmented reality, video mapping and 2D and 3D animations, the different events have provided a unique high-tech flavour highlighting the cutting-edge innovation in this new progressive lens as well as explaining how it improves the visual experience of presbyopes.

Over the next six months Varilux® X series™ will be launched in North America, Latin America, Asia Pacific, Middle East and Africa. Varilux®, invented by Essilor in 1959, is the leading progressive lens brand worldwide and has more than 50 patents as a result of more 50+ years of research and development.

SEE ALSO

2017.04.10

INNOVATION PRODUCTS

ESSILOR CELEBRATES 25 YEARS OF CLEAR VISION WITH CRIZAL

2017 marks the 25th anniversary of Crizal coatings that have helped people see life clearly through protecting against glare, scratches, smudges, dust, water, UV and more.



2017.02.16



CORPORATE INNOVATION

ESSILOR SHOPPER LAB: IMPROVING IN-STORE CONSUMER EXPERIENCE

A virtual visit to Essilor's Shopper Lab, a showroom dedicated to helping eye care professionals optimize the optical shopping experience.

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