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## **CHINA: MEETING THE DIGITAL VISUAL NEEDS OF THE WORLD'S LARGEST CONNECTED POPULATION**

Find out how Essilor has been improving the visual comfort of consumers on-line in China by adapting its Eyezen™ lens range designed for connected life.

Between computers, tablets, and smartphones, we're looking at screens more than ever before. Now over 4 billion internet users worldwide<sup>1</sup>, more than half the world's population, spend up to a third of their waking lives on digital devices.

Research into consumer digital lifestyles and increasing visual fatigue led Essilor to introduce Eyezen™ in 2015 – a new category of lenses designed to enable everyone, whether they need prescription lenses or not, to relax and protect their eyes and enjoy connected life. Eyezen™ lenses incorporate two technologies:

Eyezen™ Focus which helps adapt visual correction to the much closer viewing distances of digital devices and a light filtering technology which helps protect the eyes from harmful blue-violet light emitted by screens.

China has the largest connected population in the world: an estimated 97.5% of the country's 772 million internet2 users connect via mobile devices. High rates of myopia mean that many millions of people also require corrective eyewear. Eyezen™ lenses were an instant hit among premium lens wearers in China who were won over by its double benefit of added visual comfort combined with blue-light filtering technology.

Essilor decided to widen access to Eyezen™ by developing a mid-range product. In 2017, Eyezen™ Lite was launched in China and Hong Kong - a lens with a simpler design that was produced with Group industrial partners like Seeworld Optical and Chemilens and widely distributed in vision care outlets.

China accounts for over a third of all myopic people in the world, partly for genetic reasons, but also because of the rise of the urban indoor lifestyles and digital habits. The introduction of Eyezen™ Lite has allowed Essilor to bring its innovation for connected life to many more consumers to reduce eyestrain and improve visual comfort and protection when reading on screens.

1 Global Digital Statshot 2018, We Are Social

2 China Internet Network Information Center(CNNIC) 2017

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In China, 340 million people unnecessarily suffer from poor vision. Remote villages have no local eye care services, and it can be too difficult and expensive to travel tens or hundreds of kilometres to the nearest town.



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Since 2015 Essilor's Vision Ambassador program has created 2,000 new primary vision care providers to bring affordable eye care across Asia, Africa and Latin America.



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