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## **DIGITALIZATION AT THE SERVICE OF IMPROVING SIGHT**

Over the past 15 years, Essilor has played a pioneering role in the adoption of digital technologies - from product innovation, lens production to new business models...

The digital revolution has led to the digitalisation of the product itself. And the specialised market for corrective lenses is no exception. Today, the personalised and individualised lens is the result of digital data that has been gathered, transferred and applied to the product.

In fact digitalisation has profoundly transformed Essilor's production chain. Digital surfacing enables each lens to be made-to-measure with five times greater precision than traditional surfacing, and has greatly increased productivity. Thanks to digital technologies, Essilor produces today 1.2 million lenses per day personalized to the individual needs of each wearer. But it doesn't stop there.

Laurent Vacherot, chief operating officer and Bernard Duverneuil, chief information officer, explain just how digital technologies are transforming Essilor's business:

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