

2015.07.16

THINKING DIGITAL: ESSILOR ORGANIZES FIRST HACKATHON IN FRANCE

Essilor organized its first hackathon to explore new digital ideas for optics and visual health. The event, called 'Hack & See', held from 26-28 June in Paris, attracted 125 developers, designers and marketing professionals who were challenged to think up user-friendly applications that reinvent the daily experience of people who need glasses.

Over 48 hours, 22 teams brainstormed and developed many ideas around the themes of visual health, raising awareness about the benefits of glasses, improving consumer experience and community-building. Projects were presented to a Jury of R&D, IT and Marketing specialists from Essilor and three external digital experts.

The three winning applications:

- **Meye Essilor Experience** : an application using virtual reality goggles Oculus Rift to simulate the experience of certain visual defects and improve understanding of optical solutions.
- **Captain Sight** : an application for smartwatch, tablet and mobile phone that makes an eye test into a game for children/young people.
- **Eye Care** : a smartwatch application that gives wearers a reminder to take a pause and improve their visual health.

A special jury prize was also awarded to the Bigloor project that created a social network for people who wear glasses.



The Hackathon, called 'Hack & See', attracted 125 developers, designers and marketing professionals