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SILMO D'OR AWARDS FOR BBGR AND IVS AT PARIS INTERNATIONAL TRADESHOW

Two Essilor Group innovations were honored at Silmo international optics tradeshow: BBGR's Sirius® Plus lenses in the Vision category award and IVS, with its Deep Lights device, in the Material/Equipment category.

Best lens award for the latest progressive lenses from BBGR



At the 2014 SILMO international tradeshow, BBGR teams celebrated a Silmo d'or innovation award for Sirius Plus progressive lenses. These lenses provide a wider and more stable field of intermediate vision (50cm-1m), thus providing wearers with precise and comfortable vision at all distances. In particular that means a clear zone of vision without wearers needing to nod their head. BBGR aimed to bring make this innovation accessible to all wearers which positions Sirius Plus as the optimal progressive lens in its category. Sirius Plus lenses are certified OFG (Guaranteed French Origin). BBGR also won a Silmo d'or in 2013 for its Intuitiv progressive lenses that are adapted to the postures of left and right-handed wearers.

Deep Lights by Activisu: IVS' connected object



Interactive Visual System (IVS), a subsidiary of Essilor, won a Silmo d'Or for innovation in the Material/Equipment category for Deep Lights by Activisu. This connected device enables eye care professionals to demonstrate easily to their customers the transparency of lenses as well as their UV or blue light filtering performance. Deep Lights will help boost the market deployment of lenses designed to protect consumers from the

dangers of UV rays to the eye (eg Crizal UV) and photo-selective lenses (like Crizal Previncia) that protect the retina from harmful blue-violet light. IVS joined the Essilor Group in 2012 and has designed with Essilor the Visioffice® measurement column that supports the sale of high-end lenses such as the Varilux® range of lenses.

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