

2013.10.01

BBGR, AN ESSILOR SUBSIDIARY, AWARDED A SILMO D'OR FOR INNOVATION



BBGR's Intuitiv™ progressive lenses adapted for left and right-handed people won first prize in the "Vision" category at the 20th edition of the Silmo d'Or awards held in Paris (France) last Thursday.

Intuitiv™ lenses are the first progressive lenses adapted to the postures of right and left-handed people, by taking into account the visual behavior of wearers in both near and intermediate vision. BBGR's Intuitiv™ lenses incorporate two new exclusive and patented technologies. Ergonomic

Technology™ helps identify the "zone of useful vision" according to wearer behavior and Vision Booster™ offers an optimisation for wider visual fields and unmatched comfort in near and intermediate vision thanks to a new computing technology coupled with double surfacing.

The new progressive Intuitiv™ lenses are certified by OFG (Guaranteed French Origin) label.

For more information: <http://www.bbgr.fr>