



VARILUX CELEBRATES ITS 50TH ANNIVERSARY

Invented by Bernard Maitenaz in 1959, Varilux® was the first progressive lens on the market. It is now the most widely prescribed progressive lens in the world, bringing improved vision to one new wearer every four seconds.

Considerable advances in optics, mathematics and manufacturing processes since the lens was invented have paved the way for new generations of progressive lenses with very different design approaches. Six generations of Varilux® have been launched between 1959 and 2008, the most recent of which are Varilux® Ipseo® and Varilux Physio®.

Essilor will kick off the 50th anniversary celebrations for Varilux® at the **SILMO 2008** international optics show, which begins in Paris on October 30.



The show's visitors will be treated to the **Varilux Experience**, a virtual voyage through natural vision. After taking their seats in a movie theater and donning polarized stereo viewing glasses, visitors will find themselves in the leading role of a 3D-movie that shows what it's like to view the world with presbyopia.

Various corrections will be offered, starting with unifocals, followed by bifocals and standard progressive lenses, and culminating with the superior vision provided by Varilux®.





With virtual reality simulation, it is possible to perceive and interact in 3D in a multi-sensorial way. This technology opens the door to extensive fields of investigation in ophthalmic optics and allows for the design of increasingly effective lenses.

The latest Varilux[®] lens, Varilux[®] Ipseo[®] New Edition, demonstrates the progress achieved through this research.

On another note, Essilor has decided to update all of its logos this year to express its values of innovation and leading-edge design more clearly. This new visual identity for Essilor and its Varilux[®] and Crizal[®] brands gives the Group's identity even greater power and strength.



VARILUX[®]
an Essilor Lens

Crizal[®]
an Essilor Lens

For more information on SILMO 2008: <http://www.silmoparis.com/>