

For Immediate Release



**At Essilor Eyezen-challenge.com,
test yourself against global eSports champions
and discover Eyezen™ lenses**

(St.Laurent, April 4, 2016) – Today, Essilor, the world leader in ophthalmic optics, launched the Eyezen Challenge in association with Fnatic, one of the world's top ranked eSports teams. This immersive digital experience will allow everyone to challenge one of the world stars of eSports, using just their eyes...

This challenge has been created to educate a generation of young Internet users, who can spend up to 7 hours a day on screens, about the importance of preserving their vision. Eyezen™ lenses relieve and help protect the eyes thanks to new Eyezen™ Focus™ technology and a harmful blue light filtering system. Eyezen™ is designed for a connected life, for both eyeglass wearers and non-wearers.

The experience features the Fnatic, one of the leading international teams in eSports, and incorporates some aspects of the League of Legends game. A gaze tracking technology allows the player to neutralize targets and harmful blue-violet lights that appear on the screen. During the Eyezen Challenge, the player will face global eSports star Martin *Rekkles* Larsson, equipped with Eyezen™ lenses, in a unique face-to-face encounter. Players who achieve the best scores will participate in a draw with the chance to see a live game of the Fnatic team.

"Connected life and viewing on screens have created new visual needs. With 27 million players a day, eSports offers us a great opportunity to create awareness among gamers, whether they wear eyeglasses or not, about the impact of screens on their vision," said Alain Riveline, Global Marketing VP at Essilor. "We wanted to introduce them to Eyezen™ through an entertaining experience linked to their daily habits which raises awareness about the importance of taking care of their eyes, especially in intensive screen usage."

Poor vision is the world's biggest disability. Today, 7.2 billion people in the world need to protect their eyes from the risks of UV and harmful blue-violet light, which is particularly present in sun light, artificial lighting and digital screens. And 4.5 billion people in the world need to correct their vision.

Enjoy the experience on Eyezen-challenge.com

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SOURCE : Marie-Claude Deschamps, Communications Manager
Essilor Canada Ltd
514 337-2943 poste 3218
mdeschamps@essilor.ca