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## Essilor Innovation – Introducing the AVA™ Experience Based on the New Vision-R™ 800 Phoropter

**Montreal, QC, January 6, 2020** – Essilor Canada is proud to introduce The AVA™ experience, based on 2 technological pillars: the Vision-R™ 800, a new phoropter that includes a patented advanced optical module and a smart refraction program for a final subjective refraction value within 0.01 diopter; and a precise prescription integrated into advanced Essilor® lens designs, the AVA™ lens ordering option for Eyezen and Varilux lenses in 0.01D increments.

“According to Essilor’s latest research, 95% of people’s vision sensitivity is greater than the standard 0.25-diopter measurement<sup>3</sup>”, explains Martine Ahier, Senior Marketing Manager Brands & Products. “For example, with the right correction, our eyes can detect 200 shades of blue<sup>4</sup>. However, the phoropter and subjective refraction techniques haven’t really changed in a very long time. Today, the Vision-R™ 800 phoropter makes refraction more precise, while lens surfacing technologies enables integrating this more precise prescription in the lens.”

While the continuous and simultaneous changes of sphere power, cylinder axis and cylinder power of the Vision-R 800 phoropter enables reaching the final refraction more quickly, and the “Smart Tests” assist the practitioner in conducting the whole refraction procedure, these features also create a more comfortable experience for the patient. The procedure is shorter, answers are made easier to give all along the refraction and at the end, the Vision-R 800 phoropter offers the opportunity to compare refractions in a customized immersive real life scenario making patients more confident.

“We are committed to always bring the best innovations to eyecare professionals”, says Martine Ahier, “and we firmly believe that the AVA experience can benefit both their patients and their practice. It is a tool to give their patients the precision they deserve, and to differentiate themselves from their competitors. It has been shown, in a pilot conducted in Germany, to drive more patients in-store, add value to the eye exams and convert more patients from the eye exam to lens dispensing.”

For more information on the AVA™ experience and New Vision-R™ 800 Phoropter, contact your Essilor Business Consultant.

After 5 years of scientific research and over 100,000 vision parameters analyzed<sup>1</sup> Essilor has developed a unique experience in precision vision: AVA™<sup>2</sup>.

## About Essilor Canada

Canadians have visual needs that impact their lives, their ability to learn, their development, health and safety. We believe that everyone has the right to good vision. This is why our mission of *improving lives by improving sight* drives everything we do. Essilor Canada designs, manufactures and markets a wide range of lens, distributed through eyecare professionals, to correct and protect vision, as well as prevent visual health issues. Canadians can entrust their vision to Essilor brands such as Varilux®, Eyezen™, Crizal®, Xperio® and Transitions®.

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