



FOR IMMEDIATE RELEASE

## Contact

Courtney Myers

Red Havas

412 512 6542 tel

[courtney.myers@redhavas.com](mailto:courtney.myers@redhavas.com)

Patience Cook

Transitions Optical

813 997 2574 tel

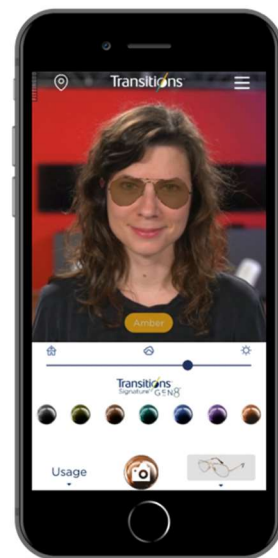
[pcook@transitions.com](mailto:pcook@transitions.com)

## Transitions Optical Launches First-of-its-Kind Virtual Try-On for *Transitions® Signature® GEN 8™* Lenses

*Customizable digital experience allows patients to see themselves in Transitions Signature GEN 8 lenses before entering the practice*

PINELLAS PARK, Fla., August 17, 2020 – Transitions Optical has introduced a new, immersive augmented reality experience where patients can see themselves in all seven *Transitions Signature GEN 8* lens colours and choose from a selection of frame styles even before they enter the practice. Users can access the virtual try-on at [Transitions.com/virtualca](https://www.transitions.com/virtualca) on their own desktop, mobile or tablet devices—minimizing the need for patient contact in the practice.

The technology is designed to allow users to experiment and play with *Transitions Signature GEN 8* lenses in different colours across the full range of activation tints. As users tap through different lens colours and frame options, they are also able to capture downloadable photos in all stages of tint.



The *Transitions* lens virtual try-on uses the best in class technology provided by FittingBox to give users a realistic, interactive experience wearing *Transitions* lenses in auto-sized frames in real time.

**Transitions Optical** 9251 Belcher Road, Suite B Pinellas Park, FL 33782  
727-545-0400 tel 727-546-4732 fax [www.transitions.com](http://www.transitions.com)

Transitions Optical is leading the digitalization of the lens category by launching the first virtual try-on that allows users to control photochromic activation, especially across a range of lens colours.

"It's more important than ever to make patients' digital journey customizable and convenient," said Patience Cook, director North America marketing, Transitions Optical. "By sharing the virtual try-on, practices can pre-educate patients on *Transitions Signature GEN 8* lenses before they visit their eyecare professional. This is particularly important as many practices are seeking to minimize contact due to the COVID-19 situation."

While using the virtual try-on users can also search for an eyecare professional near them by clicking "Find Your Transitions."

The Virtual Try-on is currently available in the U.S. and Canada on [Transitions.com](https://www.transitions.com). Eyecare professionals can direct their patients to [Transitions.com/virtualca](https://www.transitions.com/virtualca) to experience the tool.

### **About Transitions Optical**

Transitions Optical is the leading provider of photochromic (smart adaptive) lenses worldwide, having been the first to successfully manufacture and commercialize plastic adaptive lenses in 1990. As a result of its relentless investment in research, development and technology, Transitions Optical offers a wide variety of eyeglass lens and shield products, setting new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays.

Product leadership, consumer focus, and operational excellence have made the Transitions® brand one of the most recognized consumer brands in optics. For more information about the company and *Transitions® Light Intelligent Lenses™*, visit [Transitions.com](https://www.transitions.com).

# # #

**NOTE: For high resolution images, please contact Christina Gregory at 724-261-8332 or [Christina.Gregory@redhavas.com](mailto:Christina.Gregory@redhavas.com).**