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ESSILOR INVESTED COMPANY, DEEPOPTICS, DEBUTS FIRST-EVER ADAPTIVE FOCUS SUNGLASSES

Called 32°N (pronounced 32 North), the stylish adaptive focus sunglasses are equipped with tunable lenses that switch to reading glasses.

In line with Essilor's commitment to constantly push the boundaries of innovation, [DeepOptics](#), an Israeli start-up and developer of innovative electronic lenses technology, has launched 32°N , the first and only adaptive focus sunglasses. 32°N sunglasses enable a number of different reading prescriptions with a single pair of glasses. Together with Samsung, Essilor is an investor in the company, and has been involved in the conception of 32°N from an engineering and design perspective.





More about 32°N

32°N is able to dynamically correct for reading while serving as functional sunglasses. The glasses mimic natural human vision, allowing users to seamlessly switch between “reading mode” for near vision and “scenic mode” for far distances. Reading mode offers 2 Diopters addition, on the bottom of the lens but also at the center or at the top. A boost of 4 Diopters is also provided when needed. 32°N addresses the needs of emmetropic people experiencing presbyopia, the age-related reduction in near vision, instead of having to switch between sunglasses and reading glasses.

Addressing presbyopia, a rising prevalence

There are over 1.8 billion people worldwide with presbyopia, an inability to focus on near objects, due to the loss of flexibility of the ocular lens. Uncorrected presbyopia brings about almost constant discomfort, especially in daily life and is the most common cause of visual impairment. The eye condition typically occurs in people over the age of 45, and gets progressively worse. Presbyopia cannot be reversed, but is commonly corrected with multiple pairs of glasses, especially when outside. Alternative approaches to solving for Presbyopia include progressive lenses (multifocal) and bifocals that each have their own limitations. As many consumers can attest, switching between sunglasses and reading glasses can become tiresome, considering the average person looks at their phone as much as 58 times a day. As presbyopia continues to be a rising epidemic, this is where 32°N comes in.

To further leverage this product and its potential globally, a [Kickstarter campaign](#) has been launched from June 15, 2021 onwards.

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