

## SILMO PARIS 2021- DAY 4

Transitions, as promised in the report for day 3, gave us an update on their launch plans for Transitions® XTRActive® Polarized™. The product has already been launched by Younger Optical in the UK. In France Novacel launched the product at the beginning of 2021, Shamir in the summer. Essilor started the launch in France on the 21<sup>st</sup> of September and BBGR will be launching at the beginning of 2022.

SWV waited until Monday, when visitor traffic had slowed down, to visit the Hoya stand and ask about MiYOSMART. To explain how the lens slows the progression of myopia in younger persons, Hoya show the chart below. It shows how light enters the eye and is focused, for a non-corrected myope, a traditional single vision lens and a MiYOSMART lens. In the right-hand picture, light entering the eye through the MiYOSMART lens is focused in front of the retina compared to the single vision where it is behind. This mechanism slows down the process by which the eye lengthens and increases myopia.



The D.I.M.S. technology can be clearly seen in the photograph. The product was launched in France in the latter part of 2020.

Essilor launched the Vision-S 700. This equipment will carry out a subjective refraction in three minutes. It is not necessary to have a three-meter distance between the letters and the person being measured. It will carry out monocular and binocular comparisons. The interesting part is that when the right correction is found the patient is placed in a virtual world and can see how they would see with this correction. Our SWV Associate who was tested found the virtual life situation very realistic. There is also a mode for driving showing the benefits of polarisation.



There was quite a lot of visitor activity on Monday morning. By 15:00 visitor traffic had thinned out and some stands started closing. Generally, this was a good show and well worth visiting.