

VISION EXPO EAST 2022

Exhibition day 3, 4th of April

Day three of Vision Expo East continued to welcome eye care professionals from around the world eager to learn about the latest frame and lens products. There was also a significant focus on education at this year's event with industry leaders taking the lead in providing learning opportunities.

Eye Care Education

EssilorLuxottica officially launched Leonardo at VEE, a single learning platform to help educate eye care professionals about the latest products and health innovations. The company has tapped a wide range of industry experts to help lead training and learning sessions on product development, lens technology, and practice management. The lessons are presented in a variety of digital formats, including videos, interactive lessons, podcasts, and virtual classrooms. The program replaces Essilor University/Luxottica University but will still provide participants with certification on completion of a course or program.

Learn more: www.essilorluxottica.com/leonardo-open-learning-platform-redefining-how-we-learn-about-eyewear-and-eyecare

Tackling Digital Eye Strain

We have never spent more time in front of a computer screen. A two-year pandemic paired with the challenges of working from home has left many people suffering from digital eye strain. IOT is tackling digital eye strain with its next generation of lens technology.

Endless and Endless Plus utilizes Digital Ray Path technology to reduce wearer fatigue and prevent digital eye strain. The Endless technology has been paired with most of their current lens offerings.

Learn more: www.iotlenses.com/iot?jsessionid=63C7F9DF12E3579A6A16CBAEEDA6626D.iotPub

Careers in Optics:

Not only did education take the forefront of VEE this year, but a heavy focus was also placed on post-graduate opportunities. This year saw the Career Zone expand to more retailers looking for fresh new talent to help provide vision care.

Warby Parker, Walmart, VSP, Shopko Optical, and Bailey Nelson were among the nearly dozen businesses that are actively recruiting new team members as they expand their brand locations. The Career Zone also offered workshops and presentations to help current students prepare to enter the optical industry.

Extra Protection from Transitions XTRActive

Transitions have always been known for protecting harmful UV light thanks to advanced photochromic technology. The latest version of this was formally announced at Vision Expo East. This new generation of technology is designed for protection against intense indoor light, outdoors, and driving blocking up to 34% of blue light indoors and 90% outdoors. These lenses are also designed for people with light sensitivity and people who spend a lot of time in outdoor settings. Transitions XTRActive is available in grey, brown, graphite green, and six style mirrors.

Learn more <https://trade.transitions.com/XTRActiveNewGeneration>

New Optical Publication

Imaginem is a new optical publication shown at VEE. The concept was conceived in Milan. It showcases independent eyewear collections from around the world. The “Demonstration” version states that it is available to independent optical retailers across North America. If one goes online, there are versions in French, Italian and German.

Learn more: www.imaginemeye.com/Global

Thank you for reading the reports on Vision Expo East. SWV plan to cover other optical shows in this format where we try to identify new product launches not only from the larger companies but also smaller companies or new entrants to the optical industry. If you have any comments or suggestions, please post them or contact us at: info@swv4u.com.