



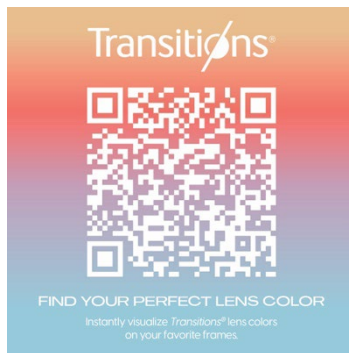
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Transitions Optical Introduces New Transitions® Color Match™ Tool

Interactive “phygital” tool allows patients to discover their perfect combination of Transitions® lens color and frame

Montreal, Quebec., Apr 28. 2025 – Transitions Optical is revolutionizing the lens selection process with the launch of Transitions® Color Match™, an interactive tool designed to help patients seamlessly visualize *Transitions* lens colors with any frames in real time.

This innovative tool combines physical eyewear shopping and a digital experience, allowing patients to instantly explore how *Transitions*® lenses look in their selected frames using their smartphone.



How it works:

1. **Scan** – The process starts with a QR code, strategically positioned on both the frame wall and the dispensing table for easy access. Patients scan the code with their smartphone to launch the tool.
2. **Try** – Using the tool, patients can take a photo of themselves wearing their desired frames in-store and explore how they look paired with all eight *Transitions* lens colors. The tool also allows patients to see how the lenses will look in their frames at every stage of activation, from clear indoors to dark outdoors, and **compare different lens colors** side by side to determine their ideal match.
3. **Share** – Once they've found their perfect pairing, patients can save a photo or share it with others via messaging apps and social media.

Transitions® Color Match™ enhances the eyewear shopping experience by making the lens selection process fun, fast, and effective. It creates an engaging and interactive experience for patients, streamlines recommendations for eyecare professionals, and increases patient confidence and satisfaction by ensuring they make informed purchasing decisions.

"Sometimes patients struggle to visualize how *Transitions* lenses will look in their frames when purchasing eyewear," said Arnaud Rajchenbach, Marketing & Sales Manager at Transitions Canada. "Transitions® Color Match™ removes that uncertainty by allowing patients to see the *Transitions* lens color options in the actual frames that their eyecare practice offers. This personalized pairing experience helps bring clarity and confidence to their shopping experience."



Eyecare professionals can now integrate Transitions® Color Match™ into their in-store by displaying the QR code at the frame board or dispensing table. Please contact us at cscanada@transitions.com to get more details about the Transitions® Color Match™ or to receive the in-store Transitions® Color Match™ tool.

About Transitions® Brand

Transitions®, part of EssilorLuxottica group, has been pioneering light modulation for more than 30 years. With over 1,400 patents and patent applications, today it is the leading brand of the dynamic lenses category recommended by eyecare professionals worldwide and worn by more than 60 million people. Transitions® features a full portfolio of light-responsive lenses that seamlessly adapt to changing light situations, from clear indoor to dark outdoors.

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