



Press Release

October 13, 2026
Nikon Optical Canada
Montreal, Canada

NIKON LENSWEAR - 80 YEARS OF INNOVATION. BILLIONS OF PERSONALIZED VISION SOLUTIONS.

FROM ONE LENS TO YOUR LENS
80 years of innovations bringing contrast and precision to your life. Personalize your vision with Nikon Lenswear.

NIKON LENSWEAR 80th ANNIVERSARY

www.nikonlenswear.com/ca

NIKON LENSWEAR VISION YOU CAN FEEL

Nikon Lenswear marks 80 years since the launch of its first ophthalmic lens, the Pointal Lens, introduced in 1946.

What began with a single lens design has evolved into one of the industry's most advanced lens portfolios. Today, Nikon Lenswear can deliver billions of lens combinations, enabling highly personalized vision solutions tailored to each wearer's prescription, lifestyle, and visual needs.

80 YEARS OF PURSUING OPTICAL EXCELLENCE

At the heart of Nikon Lenswear's journey is *Kiwami*, a Japanese philosophy that embodies the pursuit of excellence at the highest level. For eight decades, Nikon Lenswear has combined Japanese craftsmanship, optical precision, and advanced engineering to continuously redefine vision performance.

Supported by its dedicated R&D center in Japan and Nikon's broader expertise in high-precision optics and imaging technologies, Nikon Lenswear continues to advance the science of vision through ongoing innovation and research.

FROM CAMERA TECHNOLOGY TO OPHTHALMIC LENSES

The latest Nikon Lenswear Z Series demonstrates the power of this shared innovation ecosystem.

Leveraging Nikon camera's proven lens contrast assessment methodology, Nikon Lenswear became the first to apply this approach across an entire portfolio of ophthalmic lenses.

The result is the Z Series, a lens portfolio engineered to enhance contrast perception, helping wearers experience sharper vision, greater clarity, and a higher-definition view of the world.

DESIGNED FOR EVERY WEARER

From single vision and progressive lenses to advanced technologies that support today's visual demands, Nikon Lenswear remains guided by one belief: every wearer deserves a lens uniquely crafted for them.

As it celebrates this 80-year milestone, Nikon Lenswear reaffirms its commitment to shaping the future of vision through precision, innovation, contrast enhancement, and human-centered optical design.

CAMPAIGN ROLLOUT

Nikon Lenswear's 80th anniversary campaign launches on October 13th and will be supported through social media initiatives designed to drive consumer awareness and connect wearers to Nikon dedicated eye care professionals across Canada.

For more information visit on Nikon Lenswear's 80th anniversary, visit the [Nikon Lenswear website](#) or Social Media Platforms : [LinkedIn](#), [Facebook](#) and [Instagram](#).

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About Nikon Optical Canada

With over 100 years of heritage, Nikon is well known for its Japanese know-how and innovative technology in the field of high-precision optics.

Since 1946, Nikon Lenswear has remained one of the most innovative ophthalmic brands, responsible for numerous innovations in ophthalmic lens technology.

Nikon Optical has been in Canada for over 35 years, enabling Canadians to see with precision and experience their finest moments.