

## Press Release

### Great exhibitors and fascinating iris shoots in the contact lens special area **opti 2024 boosts the desire for lenses**

In addition to important market players\* from the contact lens sector at opti 2024, highly customised iris shootings will ensure more focus on the lens. "Just as unique, stylish and cool as the latest product highlights from our exhibiting contact lens manufacturers: the opti iris photography offer will inspire our trade show visitors - at the same time, it actively raises awareness of the topic of healthy eyes and contact lenses, because this is where we will continue to step on the pedal together with all market players in the coming years," says opti Exhibition Director Cathleen Kabashi with confidence.

**Munich, 8 December 2023** – Visibility and therefore attention for the topic of contact lenses will be significantly increased at the upcoming opti from 12-14 January 2024 - in line with current market trends. After all, key topics in the industry such as myopia management, an increasing number of presbyopic people, suitable training courses and marketing tools are closely linked to these transparent little helpers. There are real (sales) opportunities here for the professional world that need to be utilised. In Hall C4, contact lens, care product and machine manufacturers such as MPG&E, Menicon GmbH, CooperVision and other players will be showcasing their respective highlights.

### **"Lens in focus" – iris shoots with an emotional impact**

In addition to the contact lens manufacturers who will be on site in 2024, the new "Lens in Focus" area could not be more individualised: Using high-resolution photography, one eye will be photographed at a time during special lens shoots in Hall C4, booth C4.341 at the special "Lens in Focus" area initiated by a total of seven manufacturers\*\* and opti. After highly complex image processing, an individual, unique iris artwork is created. The photo is gentle on the eyes and safe, as it does not use LED technology. The result: not only a guaranteed eye-catcher and an idea for your own optical business, but also a lasting emotional souvenir of opti 2024 in Munich. Thanks to special effects that can be freely selected, unforgettable masterpieces are created from visitors' eyes that will stay with them, images that tell stories of life, love, happiness or experiences.

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But the indirect message is also crystal clear: our eyes and vision are irreplaceable and deserve to be honoured from all sides at the trade show - including the contact lens side.

### **Offer for contact lens exhibitors**

This highlight, which will be played by opti on all channels before, during and after the trade show, will significantly increase awareness of the area. Cathleen Kabashi: "With the combined expertise of the participating suppliers, this special area will have a magnetic effect."

#### \* Contact lens manufacturer at opti 2024:

Appenzeller  
Avizor International S.L.  
Clearlab GmbH  
CooperVision GmbH  
DISOP S.A.  
Galifa Contactlinsen AG  
Hecht Contactlinsen GmbH  
Hetych Kontaktlinsen KG  
LENZBOX GmbH  
mark'ennovy GmbH  
Menicon GmbH  
MPG & E Handel und Service GmbH  
SwissLens AG  
TECHLENS WL Contactlinsen GmbH  
Wöhlk Contactlinsen GmbH / SEED Co., Ltd.

#### \*\* Initiators of the special area "Lens in Focus"

CooperVision GmbH  
Galifa Contactlinsen AG  
Hecht Contactlinsen GmbH  
Hetych Kontaktlinsen KG  
Menicon GmbH  
MPG & E Handel und Service GmbH  
opti  
Wöhlk Contactlinsen GmbH / SEED Co., Ltd.

**About opti**

opti is the international trade show for optics & design which takes place annually as the industry kick-off in January in Munich. It offers trade visitors the complete spectrum of ophthalmic products, from spectacle frames and lenses, contact lenses, refraction, diagnostics, and low vision to shopfitting and technical equipment. opti is the order platform and the location for product premières by international market leaders and start-ups alike. The event was first held in 1998, and since 2008 has been organised by GHM Gesellschaft für Handwerksmessen mbH.

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