

Press Release

Innovations Tour at opti 2024

opti, the international trade show for optics & design, at the beginning of the year is a guarantee for innovations and trends in ophthalmic optics. For three days, the industry presents new possibilities in the field of vision.

Munich, 12 January 2024 - The opti Innovations Tour presents a selection of innovations before the opening: From world firsts to smart, well-thought-out adaptations of conventional solutions.

LARS eyewear from Bern in Hall C2 Box 1

Topic: Circular eyewear design

LARS eyewear stands for minimalist design with maximum comfort. Honoured with the opti Box Award 2023 for newcomers with a view to its holistic and sustainable approach, the young eyewear label from Bern is consistently pursuing its path: LARS eyewear is becoming circular and thus defining new standards in the eyewear industry. The eyewear label takes back broken or discarded frames and gives the material a second life. This is made possible by the minimalist product design and the patented click-in hinge: the frames can be dismantled into their individual components in just a few simple steps and the materials returned to the cycle in a professional manner. The glasses are developed, designed and 3D-printed entirely in Switzerland. Local production not only shortens transport routes, but also saves resources - and protects the environment.

EssilorLuxottica in Hall C3.441

Topic: Ray-Ban Meta Smart Glasses and a world premiere: Ray-Ban Change

EssilorLuxottica is presenting the new Ray-Ban Meta at this year's opti. The innovative smart glasses combine the iconic look of a Ray-Ban with the powerful Meta technology without the wearer having to compromise on design or comfort. With the live stream function linked to Facebook and Instagram, wearers can record and share special moments directly from their perspective. In addition, five microphones integrated into the temples make it easy to switch between listening to music and making phone calls. EssilorLuxottica can also

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equip the smart glasses with self-tinting, intelligent Transitions® lenses on request. There will also be another world première at opti: EssilorLuxottica will be presenting the Ray-Ban Change for the first time. The stylish frame tints in changing light conditions, emphasising the individual look of the wearer. The market launch is planned for the summer of this year.

Evil Eye in Hall C3.331

Topic: Sports optics

The new Pathline Pro sports glasses from Evil Eye define the standard for mountain biking and e-mountain biking with their optimum fit and advanced technology: with features such as the innovative Sweat Bar, the tri.fit function for optimum adjustment to any head shape and optimum protection, improved ventilation system and the Lens Lock System with innovative tilting mechanism for quick and safe lens changes. Light Stabilisation Technology (LST®) enhances contrasts for better vision and safety on any trail. Manufactured in Austria by Silhouette, it stands for quality and durability, supported by the option of reordering individual parts.

LENZBOX in Hall C3.551D

Topic: Smart care system for contact lenses

The LENZBOX is an innovative all-in-one solution for contact lens wearers that combines hygiene, style, and intelligence. This German-made device fits in any pocket, guarantees hygienic storage and is equipped with an easily replaceable LenzCare® cartridge for up to 30 applications. The intuitive operation and the pump and drain system make cleaning easy, while the closed loop ensures constant cleanliness. The LENZBOX is suitable for soft contact lenses such as annual or monthly disposable lenses and is approved as a medical device under EU law.

Rodenstock GmbH from Munich in Hall C4.381

Topic: LayR Technology expands biometric lenses

Attention spectacle wearers: Keeping dust, dirt, fingerprints or even scratches off the surface sounds like utopia? Rodenstock is presenting a world first at opti 2024, making the seemingly impossible possible! The Munich-based medtech company is presenting a ground-breaking innovation at opti 2024: LayR Technology as a protective shield against scratches and dirt, which offers spectacle wearers sharp and clearer vision in combination with biometric lenses.

When manufacturing biometric lenses, Rodenstock takes the individuality of each eye into account by measuring far more biometric parameters than with

conventional measuring glasses. The biometric data then flows directly into the glass production process and offers the sharpest vision.

Shape Line Edge Colouring in Hall C4.560

Topic: Edge coating against myopia rings

Shape Engineering GmbH, a dynamic start-up from Cologne and spin-off of the Cologne University of Applied Sciences, announces the official presentation of its world first for opticians and thus the starting signal to produce a product that will revolutionise the industry. The promise: an end to poor vision. The innovative edge coating aims to solve two of the most persistent problems in the optical world: annoying reflections from the edge of the glasses and the so-called myopic rings that occur with minus glasses. This innovation achieves a significant aesthetic improvement and noticeably optimises visual comfort. The specially developed coating absorbs reflections and minimises disturbing influences, especially at night, when driving, watching TV or gaming. This means a significant improvement in quality of life for people with severe myopia, for whom lights and reflections make it even more difficult to see, and for anyone who sits at a computer or tablet every day.

SEICO in Hall C4.251

Topic: Artificial intelligence for opticians

Eyewear selection with the help of opticians and artificial intelligence? Premium ophthalmic lens manufacturer Seiko is presenting a new, AI-supported consultation and measurement tool for the first time at opti 2024: the SEIKO Vision Xperience Centre. The refrigerator-sized tool includes digital components and simulations, a sample lens collection and two HD cameras. The benefits: In-store, it analyses customer structure and customer frequency and thus serves as an advertising medium by playing target group-specific advertising messages based on AI-supported data collection. On top of this, it supports opticians in the consultation process; the artificial intelligence provides suggestions for lens selection, among other things, and thus offers the customer a uniquely personalised shopping experience.

Central Association of Opticians and Optometrists (ZVA), C4.235

Topic: How opticians are faring in Germany

Every four years, the ZVA, together with GfK, conducts an industry structure survey that is representative of medium-sized opticians. The 2023 survey, presented and discussed by ZVA Vice President Kai Jäger, highlights changes in the market and shows, among other things, that the shortage of skilled

labour is still omnipresent. To maintain their position on the market, small and medium-sized businesses are focusing on professionalisation and specialisation.

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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