



Research conducted on behalf of show organisers GHM showed that 91.4 per cent of visitors state they visit Opti Munich to see new products. This year, there were many new products launched and in particular new lenses on display. The theme from many lens manufacturers was all about differentiating services and providing better customer care.

‘Today’s consumer expects more from the consultancy process... Therefore we have developed an exclusive concept allowing you to differentiate yourself against the retail optical chain, which also allow you to increase your lens sales.’

This describes the thinking behind the ‘Zeiss Vision Analysis’ concept, which is aimed at the medium sized, independent optician and aims to help them be more successful in selling more than one pair of spectacles to the consumer.

Essilor focused not only on differentiation, but also on in-store staff motivation, and ways to increase the average value of each sale, primarily using point of sale material promoting the combination of Crizal and Transitions.

On the product side, Hoya Vision Care launched its Eyvia 1.74 index plastic lenses. The benefit to the consumer is a thinner lens; a patient with a prescription of +6.00D will see a 1mm reduction in centre thickness compared to a 1.6 index plastic lens.

German based Mail Shop re-launched two Freeform progressives, whose designs have been upgraded: the Indi an advanced design progressive and Indi Fit, an individualised design progressive.

Star quality

Rodenstock announced a wide range of new products and initiatives. However, the combination of Boris Becker and the presentation of the new EyeLT progressive lens created so much interest that the product launch had to be postponed to give the autograph hunters and the press time with the former tennis star.

The EyeLT (Eye Lens Technology) uses different cylindrical refraction data for close and far vision within the same progressive-addition lens. According to the textbooks, until now this has not been possible in progressive lenses. EyeLT aims to improve close vision performance by 25 per cent, so wearers of progressive-addition lenses will benefit significantly.

Clear progress

Helen Kendall-Tobias of Strategy with Vision (SWV) reports on lens developments at Opti Munich



Show stopper: Boris Becker signing autographs on the Rodenstock stand

The Aveo single-vision lens has been specifically designed for emerging presbyopes. The lens is manufactured using digital surfacing technology and has an addition of +0.50D in the near portion. It is particularly suitable for people who use notebooks, smart phones or read from e-books.

Rodenstock has also developed an Ipad app to demonstrate the features and benefits of its lens range. It can also carry out a range of visual tests, developed in conjunction with Heiko Pult, a German optician. The app is available from Ipro, priced €50.

A new generation of ColorMatic IQ photochromatics is being launched, with an improved darkening and lightening time – which, (although not yet confirmed with data) may be faster than Transitions VI. They will be available in brown, grey, grey-green and orange, and on 1.6 and 1.67 substrates.

After six months of testing with German opticians, from March, practitioners will be able to order Rodenstock lenses with a visible laser engraving (R) on the lens near the temple.

Rupp+Hubrach launched Arancia Transitions, an orange filter lens. This blocks part of the blue light spectrum and so improves contrast definition when worn outdoors. Combined with Transitions technology the lens has an absorption of 30 per cent in the non-activated state, to 85 per cent when activated.

Seiko returned to Opti after being absent in 2010, and launched the Xception programme. This is a service for opticians to contact Seiko and order special products eg:

- Adjusted base curves in multifocal and single-vision lenses of 1.67 to 1.50
- SuperCleanCoat with anti-static and electromagnetic radiation protection
- Hard coatings for high demands on hardness and heat resistance in specific occupations
- Mirror coatings.

In the Seiko Emblem range a new 1.50, 1.60 and 1.67 Transitions lens was launched as well as a 1.50 Polarised and 1.50 Drivewear lens.

Shamir was again showing ‘Hektor’ (first seen at Silmo 2010). This is a measurement tool designed to analyse how the eye moves in sports such as cycling, golf and tennis. The unit analyses the head and eye movements to identify the main viewing field of the user, allowing the practitioner to decide the ideal frame width. These data can be sent direct to Shamir for a recommendation of the correct Attitude lens.

Consumer study

Transitions has carried out a consumer study among over 1,000 spectacle wearers in Germany. It found that 59 per cent of spectacle wearers do not know there are lenses which darken when exposed to sunlight, but of those that have photochromic lenses, 95 per cent of all consumers are very satisfied with them. The research showed that, on average, a spectacle wearer is prepared to pay between €90-100 retail for photochromic lenses. This information will form the basis of the advertising platform in Germany, from March. ●

● Strategy with Vision is a team of consultants to the eyewear and eye care industry. The company has functional capabilities in strategy development, marketing and sales, operational consultancy, market research, vision care market models, supply chains, project planning and implementation, distribution, retail development