

## SILMO PARIS 2021- DAY 1

If you want to meet people, then go to SILMO. The exhibition visitors that SWV met on Friday were pleased to be there. Although significantly less companies were exhibiting at SILMO, the feeling was that the show is “alive”. The alleys started filling up at 11:00 am and were still quite full at 17:30. In the press club Italian and English could be heard. In the Foreign Club it was easier to have meetings.

Acuitis, CDO, Groupe LUZ, Groupe All, Club Optique Libre and Direct Optique were exhibiting. One got the feeling that the French Buying Groups were trying to recruit new members and the Franchise Groups new staff.

The corporate colours of the EssilorLuxottica stand have been changed. The Ray Ban section featured prominently. In the morning, the General Managers of Essilor France and Luxottica France gave a joint press conference.



Among the ophthalmic lens suppliers present at SILMO were Younger Optics, Visall, Optiswiss, Vision Rx Laboratory and Conant. Other ophthalmic lens companies will be visited in the coming days. Regarding hygiene measures it was obligatory to prove that you had been vaccinated twice or had been tested. Wearing of face masks in the alleys was obligatory.

## SILMO PARIS 2021- DAY 2

The large ophthalmic frame companies were exhibiting at SILMO. When it came to the smaller designers, sometimes called “createurs”, the impression gained was that they were less strongly represented than in the past. Sustainability for ophthalmic frames was a topic, but not that strongly forced. More sustainable solutions in acetate are being offered. Sustainable silicone plastic was also shown.

SWV tries to look at the fringes of the show to see if on a smaller stand something interesting or novel can be seen. For persons with dyslexia, Lexilens was showing an electronic spectacle to improve the lives of persons with dyslexia. A Belgian couple, not exhibiting, showed SWV their fast and we believe precise equipment to measure interpupillary distance ([www.stsolutions.de](http://www.stsolutions.de)). ADH protect displayed their chamber to disinfect ophthalmic frames by using ultraviolet light.



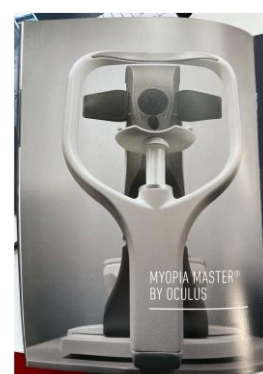
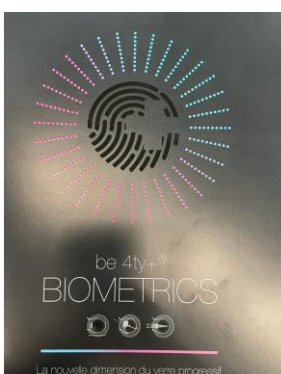
The impression was that on Saturday the show was slightly calmer, however towards evening visitor traffic picked up. One of the people visiting SILMO on Saturday was Francesco Milleri. SWV saw few Chinese exhibitors, staffed by Chinese nationals, but there was a corner with South Korean companies. As regards the show layout the stands of EssilorLuxottica and Michael Pachleitner were placed towards the edges of the two halls. This could be by coincidence, but as both stands tend to attract a great deal of visitors, it could be a strategy by the exhibitor to spread visitor traffic across the two halls.

## SILMO PARIS 2021- DAY 3

Sunday was well attended by French Opticians and persons coming from optical schools. SWV spoke to one well known frame company, they mentioned that they had not seen visitors from the USA and that they had few German visitors. One new trend at SILMO was the use by some persons attending, of digital visiting cards which can be transferred by the use of a QR code.

The SILMO d'OR for Vision was won by TRANSITIONS Optical with Transitions® XTRActive® Polarized™. SWV will be visiting the Transitions stand on Monday to find out more about the launch plans. In the category "Equipment" MEI with EasyFit Trend won the SILMO 'OR. This is an industrial edger where sticker pads are not needed to secure the lens for blocking. The system uses dry cutting.

In the area of equipment SWV see a trend coming initially from progressives and now moving into single vision. This is the use of biometric measurements to create lenses better suited to the eye. At OPTI 2020 Rodenstock launched B.I.G. VISION™ FOR ALL - Biometric Intelligent Glasses - which are based on a complete biometric model of the eye. At SLMO, Optiswiss in conjunction with Oculus launched the MYOPIA MASTER® and the be 4ty+® BIOMETRICS progressive. The measurement taken are the rotational centre of the eye, the axial length of the eye and the diameter of the pupil. The consumer benefits are better contrast, better colour awareness and better visual acuity. In both cases the optician needs very precise equipment to take these measurements. The MYOPIA MASTER® from Oculus also works as an Autorefractometer and as a Keratometer. It is able to measure people who have an intraocular implant.



## SILMO PARIS 2021- DAY 4

Transitions, as promised in the report for day 3, gave us an update on their launch plans for Transitions® XTRActive® Polarized™. The product has already been launched by Younger Optical in the UK. In France Novacel launched the product at the beginning of 2021, Shamir in the summer. Essilor started the launch in France on the 21<sup>st</sup> of September and BBGR will be launching at the beginning of 2022.

SWV waited until Monday, when visitor traffic had slowed down, to visit the Hoya stand and ask about MiYOSMART. To explain how the lens slows the progression of myopia in younger persons, Hoya show the chart below. It shows how light enters the eye and is focused, for a non-corrected myope, a traditional single vision lens and a MiYOSMART lens. In the right-hand picture, light entering the eye through the MiYOSMART lens is focused in front of the retina compared to the single vision where it is behind. This mechanism slows down the process by which the eye lengthens and increases myopia.



The D.I.M.S. technology can be clearly seen in the photograph. The product was launched in France in the latter part of 2020.



Essilor launched the Vision-S 700. This equipment will carry out a subjective refraction in three minutes. It is not necessary to have a three-meter distance between the letters and the person being measured. It will carry out monocular and binocular comparisons. The interesting part is that when the right correction is found the patient is placed in a virtual world and can see how they would see with this correction. Our SWV Associate who was tested found the virtual life situation very realistic. There is also a mode for driving showing the benefits of polarisation.

There was quite a lot of visitor activity on Monday morning. By 15:00 visitor traffic had thinned out and some stands started closing. Generally, this was a good show and well worth visiting.

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