

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.

