



## **Transitions® Academy 2025: Hey Future!**

Orlando, Florida – February 14, 2025 - *"This year, we're elevating the experience—empowering eyecare professionals to not just witness the transformation of the Optical Industry, but to actively shape it."* That is how Chrystel Barranger, President of Professional Solutions EMEA & Asia and President of Transitions® Optical, set the tone for the 2025 edition of the Transitions® Academy.

Held at the JW Marriott Grande Lakes, the two-day event, themed "Hey Future!" welcomed over 1200 industry professionals from 56 countries to delve into the role of Transitions® at the heart of this transformation. Bringing together renowned professors from Eye & Health Care, world-class EssilorLuxottica leaders and visionary innovators, this event explored how new technologies are shaping the future of vision.

*"Shape it with Transitions® GEN S™, the new lens standard that offers better vision quality, faster than traditional lenses<sup>1,2</sup>. Shape it through groundbreaking wearable innovations like the new Ray-Ban Meta collection and Nuance Audio, a never-before-seen solution for mild hearing loss integrated into glasses, and —both powered by Transitions® dynamic lenses. Shape it with cutting-edge advancements in eye exams, fueled by medical technology and AI. The Transitions® Academy is the perfect starting point—a symbol of the power of collaboration. For twenty-eight years, we've transformed the industry, embracing Light intelligence and creating value through a new category. Now, it's time to unite and do it again,"* said Barranger in her opening statement.

### **Celebrating Transitions® GEN S™: The Game-Changer**

A key highlight was the celebration of Transitions® GEN S™ lenses. Marking their first anniversary, Transitions® GEN S™ lenses are the result of five years of research and the embodiment of Speed, Style, and Smart: ultra-responsive to light, offering joyful personalization with their beautiful eight-color palette, and providing better vision quality, faster<sup>1,2</sup>. During the Academy, patient and eye care professional testimonials confirmed the transformative impact of Transitions® GEN S™ lenses in both enhancing patients' daily lives and contributing to the expertise and the growth of eye care practices.

Professor Pablo Artal, Director at the Laboratory of Optics from the University of Murcia, presented new clinical trial results that further demonstrated that Transitions® GEN S™ offers better vision quality, faster than clear lenses in varying light conditions<sup>1</sup>.

The randomized double-masked controlled trials compared Transitions® GEN S™ performance to the previous generation and to static clear lenses, both for young adults and for presbyopes. For young adults, vision recovery, when transitioning from outdoor to indoor, was 2.5 times faster with Transitions® GEN S™ than with static clear lenses and wearers experienced a 30 second faster full vision recovery after returning indoors<sup>1</sup>.

Additionally, delegates had the opportunity to get an insider's view of how clinical experts assess the performance of Transitions® lenses. For the first time, Professor Mark Rosenfield from the State University of New-York *College of Optometry* took the stage to emphasize the importance of integrating light modulation into eye exams to address the full range of vision needs. Dr. Chris Lievens from the Southern College of Optometry shared his compelling experience in clinical practice, noting how Transitions® GEN S™ has transformed his patient care and encouraged eye care professionals to recommend dynamic lenses to every patient, emphasizing that today's world demands technology that adapts to changing lighting conditions, unlike static lenses.

At the Transitions® Vision Corner, eye care professionals experienced a 360° sensory journey, allowing attendees to directly test and feel the advantages of wearing Transitions® GEN S™ lenses compared to static clear lenses. This

unique immersive experience, inspired by our clinical experiments, helped attendees immediately catch the benefits of light modulation in their everyday vision.

### **Eyewear meets Wearables: The Future is Now**

The Transitions® Academy centered around the future of eyewear and wearables, with speakers highlighting how smart glasses could become so versatile they may eventually replace traditional connected devices.

Rocco Basilio, Chief Wearables Officer and Oliver Peoples President at Essilor Luxottica spoke of the evolution of wearable technology and more particularly of the collaboration between Ray-Ban and Meta. He shared real-world examples of Ray-Ban Meta in action, from real-time language translations to weather reports and DIY videos, showcasing the practical and dynamic potential of smart eyewear.

Ray-Ban Meta's leaders celebrated how Transitions® lenses have been a game-changer for Ray-Ban Meta, outlining how the dynamic lenses enhance user convenience with real-time adaptation, allowing wearers to fully experience all the benefits of smart eyewear while maintaining the superior functionality of traditional eyeglasses.

### **Hearing meets Vision: Launch of Nuance Audio in the US**

**\*Please note the below is only applicable for the US market. There is no set launch date in Canada.**

EssilorLuxottica leaders announced the FDA clearance and EU certifications for Nuance Audio. Paving the way for a disruptive new category in the med-tech space, Nuance Audio Hearing Aid Software is the first FDA cleared, preset Software as Medical Device (SaMD) in the U.S. It delivers a groundbreaking open-ear hearing solution seamlessly integrated into a pair of stylish smart glasses. After decades of adoption barriers ranging from comfort to visibility, consumers will finally be able to see clearly and hear clearly with a single product that is both beautiful and highly functional.

Stefano Genco, Global Head of Nuance Audio, revealed the launch of Nuance Audio best paired with Transitions® lenses—setting a new standard for smart medical eyewear by seamlessly integrating vision and hearing. Adding to the conversation, Professor Frank Lin of Johns Hopkins University and Professor Billy Hammond of the University of Georgia emphasized the critical connection between hearing, vision and cognition. This groundbreaking innovation, Nuance Audio with Transitions, offers a superior multisensorial experience, enhancing patients' quality of life.

### **The “New Age Eyecare” revolution**

The Academy explored how medical technologies and AI are reshaping the future of eye care enabling better patient outcomes and more efficient, holistic healthcare. High-end Light therapy research is on the way to expand the medical benefits of light addressing a wide range of conditions. Tele-optometry and wearables including smart eyewear are increasing access to care, enabling remote monitoring and timely interventions, especially in underserved areas. The healing potential of the eye is becoming a reality.

### **The Next Store: personalization, innovation, and phygital experiences**

The Academy provided a preview of the future of retail, where customization and personalization take center stage. New Technologies such as AI-powered frame advisors and augmented reality mirrors are revolutionizing the consumer experience, while Millennials and Gen Z lead the demand for bespoke eyewear, including custom lenses and engravings. In-store innovations like AI face scanning and augmented reality create immersive, engaging experiences, while seamless omnichannel shopping ensures a fluid journey from online research to in-store selection.

The brand-new Transitions® Color Match™ was introduced: a cutting-edge digital demonstration tool allowing consumers to virtually “try on” all Transitions® lens colors. While trying frames in store, wearers can visualize lens colors in real time, compare options, and confidently select the perfect Transitions lens and frame combination – by simply scanning a QR code with their smartphone.

## **The Future of Eyewear is colorful: Introducing Transitions® Color Touch™**

A significant highlight of the event was the unveiling of *Transitions® Color Touch™*, our first color-infused ultra-dynamic lens that adapts to all light conditions, offering wearers an elegant, 'always-on' touch of color. Available in five stunning colors inspired by the original GEN S™ palette, these lenses are available in gradient or washed effect, allowing wearers to enjoy ten new combinations of style and functionality. Transitions® Color Touch™ is the ultimate fusion of fashion and performance designed for everyday use, giving wearers a new way to express themselves with personalized eyewear that continuously adapts to their environment.

### **Inspirational keynotes and breakout sessions**

The Academy's diverse range of keynotes and breakout sessions explored not only the science of light but also the role of tech in business.

Dr. Raymond P. Najjar, a renowned neuroscientist at the National University of Singapore, explored the fascinating ways in which light shapes our brain activity, and overall wellbeing and health, while Sophia Amoruso, founder of Nasty Gal, shared her entrepreneurial journey and leadership lessons.

Mike Walsh, futurist and CEO of Tomorrow, delivered a compelling roadmap to 2035, examining how AI and automation will fuel the Fifth Industrial Revolution while Michelle Poler, founder of Hello Fears, inspired attendees to embrace their "one-of-a-kind" potential.

Diverse breakout sessions, powered by Leonardo, Essilor Luxottica's learning ecosystem, offered intimate discussions on topics where practical tips and recommendations were shared to improve patient's outcome across vision, tech and style.

### **Transitions® Innovation Awards: Celebrating Excellence**

The event culminated in the highly anticipated Transitions® Innovation Awards which celebrated outstanding achievements in the optical industry, honoring those who have made significant strides in innovation and excellence.

### **The Future of Eyewear is here, and Transitions® is leading the way**

Transitions® Academy 2025 reaffirmed the company's central role in shaping the future of eyewear. As technology and healthcare converge, Transitions® continues to drive innovation, empowering both eyecare professionals and wearers to navigate a new era of dynamic, tech-infused eyewear.

### **For more information, please contact:**

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### **About Transitions® Academy**

Transitions® Academy is one of the most well-recognized and unique educational events in the optical industry. Each year, more than a thousand of industry professionals from across the globe attend to participate in professional development and product technology workshops, hear from experts on marketing and industry trends, and learn from their peers and partners during panel discussions.

### **About Transitions® Brand**

Transitions®, part of Essilor Luxottica group, has been pioneering light modulation for more than 30 years. With over 1,400 patents and patent applications, today it is the leading brand of the dynamic lenses category recommended

by eyecare professionals worldwide and worn by more than 60 million people. Transitions® features a full portfolio of light-responsive lenses that seamlessly adapt to changing light situations, from clear indoor to dark outdoors.

## REFERENCES:

1. Transitions® GEN S™ Grey 1.6 index lenses compared to 1.6 index clear lenses. *A new light adaptive lens improves contrast sensitivity when transitioning from bright to dark environment.* Raúl Duarte Toledo, Juan Mompeán , Alba M. Paniagua Díaz, Nacer Lakhchaf , Emmanuel Kobia-Acquah, Pablo Artal, Coralie Barrau. EVER 2024

2. Harth JB, Hammond BR, Wysocky CJ, Renzi-Hammond LM. New photochromic spectacle lenses improve glare discomfort and photostress recovery. *Results in Optics.* 2025 Feb 1;18:100763.

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