

Your FRONTLINE Source of Canadian Optical Industry News

The news items identified with **F** were covered more in-depth on the ClipInfo Portal, www.clipinfo.ca



News briefs

The **42nd Mido** will be held on **Sunday, March 11 through Tuesday, March 13, 2012**, organizers announced. The choice of weekday dates is a result of requests from participants, both visitors and exhibitors. In particular, these days will allow Italian opticians to attend the event, since their businesses in Italy are closed on Sunday and Monday.

Following a comprehensive evaluation of workplaces, for the second year in a row, **Transitions Optical** has received the **2011 Gallup Great Workplace Award**, which will be presented at the **Gallup Summit** in Nebraska in May. **F** In other news, **Stacey Palmer** of Douglas, New Brunswick, won the **Transitions Eyeglasses for Life** grand prize. She had purchased her lenses at the Fredericton North Walmart Vision Centre. Finally, Transitions has launched its **Life Less Squinty** campaign, which features photos of people squinting in bright sunlight to promote the benefits of Transitions lenses.

Optik Innovision will contribute to the fight against breast cancer. During the campaign that starts in May, Optik Innovision will present eight frames from the **Allegro** and **Diva** collections in a display box identified with the cause. A percentage of the sales of these frames will be donated to organizations doing research on breast cancer treatment and prevention.

Financial news

Essilor International's consolidated revenues climbed 13.4% during the first quarter of 2011. Revenue from the lenses and optical instruments division reached more than 1.3 billion dollars, compared to nearly 1.2 billion for the same period last year, an increase of 3.7%. The increase for this division was greatest in North America, reaching 6%, with revenues of 550 million dollars.

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Agreements and acquisitions

The **Tek Optical** division of **Da Vinci Canada** has acquired exclusive North American distribution rights from **Windsor Eyes** for **Da Vinci Eyewear** brand products. The Italian firm wished to consolidate its distribution in North America, particularly for a collection that has recently tripled in size.

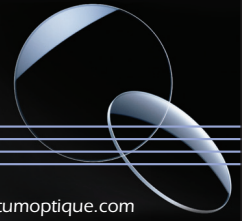
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Geographical maps for the colour-blind



In France, researchers at the **École nationale des sciences géographiques** are working to develop geographical maps that the colour-blind will be able to read, despite their difficulty in clearly distinguishing certain colours. Approximately fifty people with colour-blindness are participating in tests dealing with colour variations in order to determine the ones they can most easily identify. The goal is to eventually develop a legend model that uses the colours that are most effective and meaningful for the colour-blind. **F**

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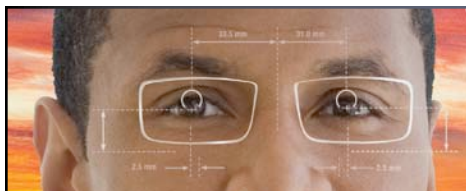
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New products and promotions

Impression lenses from **Rodenstock** are now being manufactured with new **EyeLt** technology, allowing an amazing technological feat: producing a progressive lens with two different cylindrical refraction values for near and distant vision. This will provide people with astigmatism perfect correction for both distances. In other news, **ColorMatic IQ** photochromatic lenses from Rodenstock are now being sold in Canada. Available in three colours (grey, brown and green), these lenses lighten more quickly than similar products. They are made in plastic with an index of 1.67 or 1.60.

www.rodenstock.ca

Carl Zeiss Vision has recently released steeply curved "custom wrap" single vision and progressive lenses, as well as **GT2 3D** and **GT2 3D Short** customized progressive lenses. The design of the lenses allows the curve angle to be an included parameter in their individual manufacture, expanding the field of clear vision by up to 50% and virtually eliminating some everyday causes of headaches and eye strain.

www.zeiss.ca

Aspex is presenting two new **Takumi** frames. The **T9912** frame for men offers retro style with a modern touch. The temples are highlighted with metal accents and offer optimal comfort thanks to spring hinges. Polarized lenses can be added by means of a magnetic clip-on and the acetate frame can accommodate progressive lenses. But women haven't been left out: the **T9922** metal frame includes lace detailing on both the end piece and acetate temples. They, too, have spring hinges and a magnetic clip-on with polarized lenses.

www.aspexeyewear.com

There are new spring/summer collections from **Beausoleil**. **Marquetry 2.0** includes five acetate frames available in five colours, with an emphasis on classic lines and understated luxury. Eyewear from the **Chic Design!** collection offers butterflies engraved on the acetate temples, with fronts in titanium or steel. In sunglasses, the **Lightness** collection consists of very light frames in beta titanium with gradient lenses. For their part, **Over Glam** styles are aimed at women looking for glamorous accessories: their collection has polarized lenses and is made in colours exclusive to Beausoleil. Finally, the **Nouvelle Vague** collection, inspired by the new wave cinema movement of the 50s and 60s, is available in ophthalmic lenses or sunglasses, with wide adjustment flexibility to adapt to different faces.

www.beausoleil.fr

Ted Baker continues his exploration of right angles in a new series of seven ophthalmic frames. Models **B180, 183, 185, 188, 193, 204** and **834** are aimed primarily at men looking for fashion eyewear that is not over-the-top for those many hours spent in the office. Ted Baker is distributed in Canada by **Tura**.

www.tedbaker.com

Wescan's trendy brands, **FYSH UK, Kliik denmark** and **Evatik** are already presenting new fall-winter styles, distinguished by a retro feel and cerebral chic. Men's frames are squarish in a decidedly 60s style, mostly in dark colours. For women, brown, purple, red and blue are paired with some very sophisticated frames.

www.westgroupe.com/wescan.asp?DisplayMode=1&Lang=E

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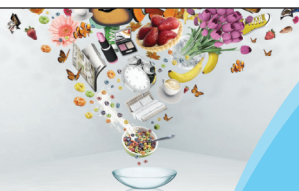
The first eye created from embryonic stem cells

Japanese researchers have successfully created an eye from mouse embryonic stem cells. If they can repeat this experiment in humans, "spare" retinas for replacing damaged or diseased ones could be created in the laboratory. The researchers simply placed the embryonic stem cells in a nutrient-rich solution, and the cells formed the three-dimensional structure called "optic cup" in which the retina develops. This capacity to self-organize amazed the researchers. **F**


African savanna in our eyes

The evolution of our eyes was apparently highly influenced by the scenery of the African savanna 10 million years ago. Using an algorithm made up of 5,000 photographs taken in Botswana, researchers have shown that the cone arrangement that detects colours is organized in such a way as to pick up the most information about typical scenery in the African savanna. **F**

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ONTARIO EDITION

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Career Opportunities

New Look Eyewear, a leader in the Canadian optical industry, has now nine locations in the National Capital Region. The company is proud to be able to count on over 600 employees, including 150 opticians. The vision of New Look Eyewear is to develop and expand within the Canadian optical market, particularly in Ontario. New Look Eyewear is looking for full-time and part-time **STORE MANAGER, SALES CONSULTANTS, and ASSISTANT-OPTOMETRISTS** to join its growing team in the National Capital Region. Registered student opticians are invited to plan their careers while interning or waiting for provincial licensing. New Look Eyewear's mandate in offering career opportunities emphasizes premium customer service and optical care as priorities for interested candidates. We offer competitive salary packages, excellent benefits, and promising careers. If you are an enthusiastic team player and would enjoy working in a professional environment, we encourage you to forward your resume to Human Resources department by fax: 418-624-6140 or e-mail: emploi@newlook.ca. Confidentiality guaranteed. For more information about New Look Eyewear, visit our website at www.newlook.ca.

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