

Your **FRONTLINE** Source of Canadian Optical Industry News

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

News briefs

Organizers of the upcoming **Vision Expo West** intend to make this exhibit an excellent learning opportunity for optometry students. Students will receive free exhibit hall registration as well as access to sit in on any continuing education course free of charge. On Saturday, September 24, optometry student-specific education courses will be offered, and students will be exposed to valuable networking opportunities. The programming will target both American and Canadian students.

Transitions Optical is taking advantage of the back-to-school season to promote the importance of regular, proactive eye care and quality eyewear for children. In addition to ads and social media activities, Transitions has also prepared a free Kids Eyes brochure for eyecare professionals.

According to a new Ipsos Reid poll conducted on behalf of the Canadian medical Association, Canadians have high expectations for their health care and are severely critical of the provincial governments' performance. Nine out of ten respondents (89%) say they would like to see the federal government play a key role in transforming our health care system. A similar proportion (92%) say they want Premiers to hold a meeting regarding the health care system. **P**

The 2011 **Mondial de l'Optique** Trade Show will be held in Paris from September 29 through October 2, during Fashion Week, which is an event presenting major fashion shows for buyers from around the world. Silmo will attract nearly 900 exhibitors and over 30,000 visitors to Paris. Silmo Academy will be held during the first two days. This year's topics are children, reading, and myopia. Once again, the Silmo d'or awards will recognize outstanding industry players. www.silmoparis.com

Registration for the next annual meeting of the **Optical Laboratories Association** (OLA) is now open. This year's topic is "Moving Forward." For

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the second year in a row, the meeting will be held during Vision Expo West, in Las Vegas. The organization is going back to its traditional formula of holding education sessions in the morning, followed by exhibits in the afternoon (www.ola-labs.org/OLA2011). Furthermore, OLA has announced the list of final nominees for the 2011 Awards of Excellence. See the full list of nominees at http://ola-labs.org/files/public/2011_OLA_Award_Nominees_Announced.pdf.

The prestigious Forbes magazine ranked three optical companies among its recent World's Most Innovative list, released on August 8. **Alcon** ranked highest at 21, followed closely by **Essilor International**, which ranked 25 on the list. **Corning**, which manufactures high-end lenses for lab devices, ranked 69 on the list.



INTERNATIONAL VISION EXPO & CONFERENCE LAS VEGAS

Conference: September 21 - 25, 2011
Exhibition: September 22 - 24, 2011

www.visionexpowest.com

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Upcoming events

International Vision Expo West 2011

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Appointments

CooperVision management has announced changes to its executive leadership. **Dennis Murphy** will become vice president for global sales and marketing, and **Andrew Sedgwick** will replace him as president of the Americas. **Juan Carlos Aragon** will replace Andrew Sedgwick as president for Europe, Middle East and Africa, and will continue to be responsible for Australia and New Zealand. Finally, **Fernando Torre**, vice president for global operations, will add global distribution and packaging to his responsibilities. These changes will be effective November 1.

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New products and promotions

Essilor's Varilux Computer lenses will make way for a new version, to be released in October. The new **Varilux Computer DS** lens is surfaced with Essilor Digital Technology™ and includes the **Crizal®** antireflective coating. The correction adapted to working on the computer reduces visual fatigue and discomfort related to computer use. www.essilor.ca

MEXX, distributed in Canada by **Lanctôt**, is introducing new eyewear. For teens, the new model **MEXX Eyes 5637**, made from acetate, features super-trendy colour designs with temple prints in urban street style. Two new models also enhance the **MEXX Rubber** collection. Both have interchangeable temple covers, in colours from discrete grey to brash neon yellow.

Lanctôt has also launched two new **OWP** styles. The 8577 model has a sporty look. Made of carbon converted to steel by lamination, it is wrapped in rubber, thus making it extremely lightweight. The 1345 model is more sober, with temples carefully crafted using the expensive sandwich technique, which creates a 3D look. www.lanctot.com

Zyloware has released a number of new styles. **Sophia Loren 1539** is a full rim zyl frame, featuring an oval shape and a metal plaque embellished with crystals. **Sophia Loren M229** is a semi-rimless metal frame with temples that feature a floral motif. Two new **Stetson Off Road (5021 and 5022)** models have full rim metal fronts and spring hinges. The semi-rimless **Randy Jackson 1035** model has a metal front and temples covered in a lasered pattern, whereas the full rim **Randy Jackson 3010** model is a zyl frame. These brands are distributed in Canada by **Opal Optical**. www.zyloware.com

Silmo YOUR **AMBITIONS IN ACTION**
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PARIS NORD VILLEPINTE

Mondial de l'Optique



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White canes: A thing of the past?

The Hebrew University of Jerusalem recently unveiled a new virtual cane. The cane emits a beam at objects around the user and transmits the information to him or her as a gentle vibration. The cane's sensors allow the blind person to assess the height and distance of the surrounding objects. The accuracy of the reconstruction of the person's surroundings increases his or her safety. Moreover, the virtual cane is quite small, making it easier to carry than a white cane, and it can function for up to 12 hours before needing to be recharged. **F**

NEXT ISSUE: SEPTEMBER 2, 2011

Agreements and partnerships

MOOD EYEWEAR and **OPO Design** have announced the signing of a long-term agreement. OPO Design has been manufacturing and marketing Swedish frames for over 15 years. Among its collections are the **KUNOQVIST** and **KQ** brands. In September, it will introduce the **KQ** by KunoQvist collection, which features frames for small faces and has the necessary depth to accommodate progressive lenses.

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Science box

First photochromic lenses, now electrochromic lenses

Greg Sotzing, a professor of chemistry at the University of Connecticut, has developed a new method for rapidly changing lens colour. The changes are controlled by an electric current passing through them in reaction to light, resulting in a nearly instantaneous change. Moreover, the polymer mixture used in these lenses is less expensive to produce and creates less waste. While the new lenses could be used in standard sunglasses, they also have military applications. **F**

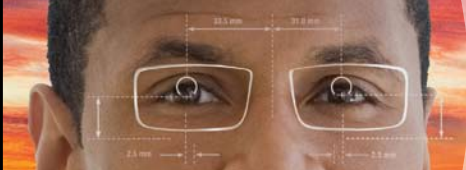
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