

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

As part of their **Go Green Initiative** for 2011, **HOYA Vision Care Canada** has partnered with the charity organization **Third World Eye Care Society (TWECS)**. Hoya will facilitate the donation of ophthalmic lenses and the fabrication of eyewear in the lab for the benefit of TWECS. On June 4, Hoya employees have volunteered to participate in the production of eyewear that will be distributed in developing countries on future TWECS missions.

A second batch of sunglasses belonging to celebrities was put up for auction on eBay on May 20, as part of the **Shades of Fun** campaign launched by **Canadian National Institute for the Blind (CNIB)**. This batch includes glasses donated by **Wayne Gretzky, Kristina Groves, Rick Hansen, Anne Murray** and **Rachel McAdams**. Proceeds will help support CNIB services for people who are blind or partially sighted. For the full list of participating celebrities, visit www.cnib.ca/auctions. **F**

Bochner Eye Institute, which has offices in Toronto, Scarborough and Unionville, is the first in Canada to offer the **KXL** accelerated cross-linking procedure. This is an incision-less procedure, that is over in just a few minutes and that combines the application of riboflavin with ultraviolet-A light, for the treatment of keratoconus.

Since relaunching activities at its Jakarta factory, **Vision-Ease Lens** has expanded its operations in Asia by purchasing a manufacturing facility in Bangkok, Thailand. Built in 2004 to European standards, the factory occupies over 12,000 square feet of space. The opening of this new factory will not alter production at either of the current operations in Ramsey, Minnesota, or Jakarta, Indonesia.



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Jacques Morel has passed away

We have just learned about the death of **Jacques Morel**, the 3rd generation to be involved in the **Morel** corporation, an eyewear business that originated in the French Jura region. A man well known in the European industry, Jacques Morel greatly contributed to the business growth of the corporation during the time he was at the helm. He died on May 21 at the age of 83, a few months after the company celebrated its 130th anniversary. We send our condolences to the Morel family, particularly to his three children, Amélie, Jérôme and Francis, who are presently running the company. **F**

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Appointments

Pedro Parra, with over 28 years in the ophthalmic industry with **Coburn** and **Gerber Coburn**, is back to lead the Latin American office of **Coburn Technologies**. The company also recently announced the appointment of two new senior sales representatives: **Andrew Senior**, formerly with **Briot, Topcon** and **Santinelli**, and **Mark Higgins**, who held similar positions at **Briot, Topcon** and **Santinelli** and previously headed sales and marketing for **Optimus Lens**.

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Art and poor eyesight
An Australian neurosurgeon says that the painting style of Impressionists could be explained by their short-sightedness. He names some paintings as examples, including Monet's famous "Impression, Rising Sun." The Australian researcher notes that there is a lack of detail, colours are blurred and objects are barely shadows, which corresponds to what short-sighted people see. **F**

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New products and promotions

The **Transitions Life Less Squinty** campaign is well underway. The company invites Canadians to take a photo of their best squinty face and upload it to the online billboard at www.lifelessquinty.ca. Contest winners will enjoy a trip for two to Florida and two pairs of eyeglasses with Transitions lenses. The campaign hopes to highlight the importance of protecting one's eyes from bright light and glare as well as the sun's dangerous UV rays. **F**

Viva International presents seven new ophthalmic styles from the **SKECHERS** summer 2011 collection for kids. Styles **SK 1025** and **1026** for boys feature sneaker-inspired accents on each temple, whereas models **SK 1027** and **1028** provide a sporty look, namely with rubber temple tips. The girl's collection incorporates Flower Child details such as the peace sign, flowers and hearts into models **SK 1506** and **1507**. Model **SK 1500** features butterfly graphics. www.vivagroup.com

The new look of the **Rye & Lye** Internet site (www.rye-lye.it) is inspired by design magazines and features characters that represent what Rye & Lye wants to be, namely a creative think-tank of innovation. **Imagine Eyewear** has also recently updated its **X-Ide** eyewear website (www.x-ide.it). Imagine Eyewear frames are distributed in Canada by **Mood Eyewear**.

Hilco introduced its sunglass "flip-ups" for Readers. The shape perfectly matches frames in both style and colour. The frames themselves have spring hinges and can be fitted with prescription lenses. www.hilco.com

Eschenbach introduces the **Prisma HD**, a video magnifier that easily attaches to any HD television using a simple HDMI cable. The Prisma HD provides a 720p 1280 x 720 resolution with a wide range of magnification levels, from 2.5x and 100x on a 32 inch (81 cm) TV, and offers a choice of 9 viewing modes. The device is easy to transport at only 3 pounds (1.3 kg) in weight. www.eschenbach.com/products.php

Kliik denmark releases a new frame, distributed by **Wescan Optical**. The vintage style of model **KL-443** is achieved with specialized acetate and a wood grain finish. It is available in black, yellow, blue and purple. www.kliik.com



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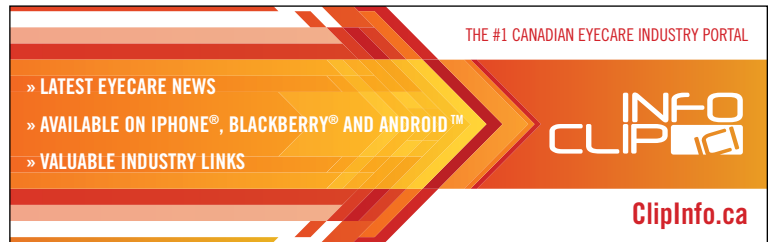
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Financial news

Canadian Business magazine selected **HOYA Corporation** stock, traded on the Tokyo Stock Exchange, as one of the top five investment picks in the April 26th issue. The reasons cited by the magazine include HOYA's diversified portfolio, its 80% share of the global market for Mask Blanks, and the fact that the company's supply and production has been virtually unaffected by Japan's devastating earthquake and tsunami in March 2011. HOYA also recently reported that its revenues grew 2.7% in 2011, and profit before tax was up by over 26%.

On June 16, **Sãfilo Group** will buy back in advance over \$82 million in bonds that were going to be bought in May 2013. This represents 30.8% of Sãfilo's outstanding bonds, worth a total of \$267 millions. By doing this, the company hopes to save on financial costs.

Luxottica will open the first **Sunglass Hut** outlet in Brazil. The new store will be located in the Fashion Mall in Rio de Janeiro. This marks the start of Luxottica in the giant South American country, where the Italian group hopes to expand the sale of its sunglasses.



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Science box

Brief exercises do not have any effect on IOP

Brief periods of exercise do not significantly change IOP, according to a study from the State University of New York College of Optometry. Investigators evaluated the effect of various exercises on the eyes in 20 young, healthy patients. Measured before and after the exercises, mean IOP stayed between 16.8 mm Hg and 17.8 mm Hg. **F**

Flowers in your eyes

A University of Oregon researcher is trying to develop nanoflowers that could help people who have lost their eyesight. The nanoflowers come from metal nanoparticles that grow and self-assemble in a natural process called diffusion limited aggregation. Retinal neurons are fractals, but the photodiodes usually implanted behind the retina are not. Fractal nanoflowers implanted into the eyes of blind patients would provide efficient interface circuitry to collect light captured by the retina and guide it to neurons, for relay to the optic nerve. **F**

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