

# VISION EXPO 2023 VEGAS

# SHOW DAILY

PUBLISHED BY **VM** IN COOPERATION WITH THE VISION COUNCIL AND VISION EXPO

**THURSDAY  
SEPTEMBER 28**

## Question of the Day

What specifically motivated you to come to VEW this year? Which courses are you taking and why?



**Lee Johnson, OD**  
Tillamook Vision Center  
Tillamook, Oregon

"We brought our staff here, so one of my main goals is to get some of our new staff excited about the profession. Like most practices we've had issues with staff turnover over the past few years. Helping some of our new staff get excited about what they do and see the broad scope of everything there is in optometry, is one of the biggest takeaways that I want from here."



**Nichole Shields**  
Affiliated Eye Specialists  
Apopka, Florida

"I'm an optician, so I need continued education. I definitely want to learn more about contact lenses, because I want to become certified, and learn more about new things, especially progressive lenses."



**Steve Looyesen, OD**  
Looyesen Eye Care  
Jamestown, North Dakota

"I've been here several times, and really enjoy the marketplace and the opportunity to look at new technology. I think the education is great too. I'm trying to expand my knowledge when it comes to the different kinds of imaging technology." ■

## Vision Expo West 2023 Kicks Off in Las Vegas



Vision Expo West 2023 has just begun at The Venetian Convention Center & Expo here in Las Vegas. We extend a warm welcome to all attendees on behalf of the show organizers, The Vision Council and RX.

This year's event boasts over 400 exhibiting companies on the lively show floor, premieres the brand-new EYEnovate series, enhances education opportunities, streamlines the attendee experience, and presents an exciting lineup of engaging sessions and energetic events centered around buzzworthy industry topics.

A new concept has been

introduced to the Vision Expo West exhibit hall: three designated Show Floor Avenues: Park Ave, Union Ave, and Focus Ave, have been established to ensure a seamless and efficient attendee experience. The Look East neighborhood has been unveiled at Vision Expo West, which spotlights a carefully curated selection from top suppliers in Asia.

Additional Show Floor neighborhoods include:

**The Focus:** a neighborhood at the forefront of the future of vision care, showcasing innovations in lens processing, medical

Continued on page 96

**Two-in-one:**  
Refraction simplified.  
**ZEISS VISUCORE 500**



## LATEST NEWS

### Ray-Ban and Meta Launch Their Next Generation of Smart Glasses

MENLO PARK, Calif. and CHARENTON-LE-PONT, France—Meta Platforms, Inc. (META: NASDAQ) and EssilorLuxottica (ESLX:PA) introduced their next generation of smart glasses, the Ray-Ban Meta smart glasses, Wednesday during the annual Meta Connect event. Ray-Ban Meta represents a significant upgrade in features and performance from Ray-Ban Stories, the first collaboration between Meta and Ray-Ban’s parent company, EssilorLuxottica, released in September, 2021. The new collection offers the first ever eyewear with live streaming and Meta AI built-in, higher quality camera, and improved audio and microphone systems paired with a redesigned, more intuitive app and charging case.

The livestreaming function allows content creators to broadcast their experiences and point-of-view in real time, hands-free. Wearers can toggle between the glasses and phone camera to Instagram Live or Facebook Live for up to 30 minutes. The Meta AI offering is exclusive to the U.S. at launch.

Rocco Basilico, chief wearables officer for EssilorLuxottica, said, “We’re incredibly proud to collaborate with Meta to build this nascent category from the ground up. The new Ray-Ban Meta collection is in a league of its own with features that have never fit inside a pair of glasses before. The world sees you in a pair

of your favorite Wayfarer, perhaps with your own prescription and Transitions lenses that go from day to night, but you know you have this powerful universe of tech inside.

“Meta AI, live streaming, and insanely crisp audio and calling capabilities—all handsfree. This is what we imagined when we first decided to enter this space. Truly wearable, life-enhancing technology. And it will only get better,” he said.

Unveiling Ray-Ban Meta yesterday at the Meta Connect event, CEO Mark Zuckerberg said that starting next year, Meta will issue a free software



*Ray-Ban Meta smart glasses will be offered in a variety of styles and colors.*

update to the glasses that makes them “multimodal.” He said, “The glasses are going to be able to understand what you’re looking at when you ask them questions.”

Among the many new features of Ray-Ban Meta is a voice prompt, “Hey Meta,” that wearers can use to control features on the glasses. Additionally, the privacy LED light is now bigger and more noticeable.

The Ray-Ban Meta smart glasses collection camera goes from 5 MP to an ultrawide 12 MP, which takes high-quality photos and immersive 1080p videos in portrait orientation. The discreet open-ear speakers now have increased bass response and noise suppression. Sound is captured by five built-in microphones to support seamless switching between music and calls, while still allowing the wearer to hear the ambient sound of their surroundings and stay attuned to the world around them. ■

### Elton John Eyewear Launching at Expo West in U.S. Partnership With Eyewear Designs Ltd.

LAS VEGAS—Elton John eyewear, a collection created in collaboration with the music icon himself, the team at Rocket Entertainment and a new U.S. license partnership targeting independent ECPs in the U.S., is launching this weekend at Vision Expo West. At a special high-impact Booth #17015 will be an opportunity for ECPs to see videos featuring the award-winning artist known for his eyewear and to look at the diverse collection of optical and sunwear styles.

Customers who review the line and place a qualifying order will receive a range of Elton John merchandise from T-shirts to hats and more. All frames are “gift box packed” with case and EJ cleaning cloth. The collection targets a wide range, from moderate to premium price points, the company said.

Elton John stated, “It’s a dream realized for me to officially launch Elton John Eyewear; an

#### ELTON JOHN EYEWEAR

accessory everyone knows is a staple in my wardrobe. Throughout my life, eyewear has been my ultimate means of self-expression. I wear glasses to express my unique style and celebrate the joy of important moments in my life, on and off the stage.

“From every day to every performance, the right eyewear always lets me be me. Elton John Eyewear celebrates decades of memories of my life lived in eyewear. Inspired from the many styles I have worn allows Elton John Eyewear to stylistically tell my story. The frame designs are styles I know my fans all over the world will enjoy, love, look and feel great.

“The launch of Elton John Eyewear is incredibly meaningful to me because it sets us up

for an impactful future working hand in hand with our foundation. Together, the sale of my eyewear will mean we can reach more people in local communities by increasing access, education and awareness for safe and convenient HIV testing. If you ask me, that’s style at its finest,” he concluded.

Gretchen Oldt, president, global consumer products and experiences, Rocket Entertainment, added, “We are excited to launch the fashion optical business with optometrists, ophthalmologists and opticians. Elton John Eyewear is about more than just a pair of glasses. Designed by Elton himself, over five decades of original style have inspired the collection of opticals and sunglasses: every pair celebrates inner-confidence, self-belief and authenticity. Each pair bears the instantly recognizable trademark E Star inspired by Elton John’s enduring and timeless style.” ■

@VisionMonday

Facebook.com/VisionMonday

# SHOW SHOTS



1



2



3



4



5



6



7

1. Members of the optical industry gathered yesterday morning to take part in the Vision Expo West BusinessOutside Connection Hike down the Las Vegas Strip. The Vision Council partnered with BusinessOutside, a leadership consulting company, on the two-hour walk during which Jeff Poe and John Walborn of Sanitas Advisors facilitated a discussion between eyecare executives and innovators regarding the future of the industry, achieving greater business success, and leading a more intentional life.

2. Swing Fore Sight committee chair Joe Savarese, Jobson Interactive, welcomes golfers to the 15th Annual Prevent Blindness Swing Fore Sight golf outing at Vision Expo West.

3. (L to R) Swing Fore Sight participants enjoy a great day out on the greens, including Gabriele Dimiziani, EssilorLuxottica, Larry Norton, Luxottica Retail, Prevent Blindness board of directors member Alan Gunner, AEG Vision, and past Prevent Blindness board of directors chair Richard Sanchez, Visibility Management.

4. (L to R) Golfers from in the WestGroupe foursome participate in the Swing Fore Sight outing, including Swing Fore Sight committee member, Dennis Davis, Scott Shaw and Kurt Steele.

5. As part of the Global Contact Lens Forum, panelists Sheila Morrison, OD, Jason Compton, OD, Lyndon Jones, FCOptom PhD, and Janelle Davison, OD, instructed attendees about The Business of Contact Lenses and how to create a successful contact lens practice in a rapidly changing culture.

6. Hundreds of member practitioners came to Vegas for education and networking opportunities for Opti-Port's SPARK conference. Now in its 22 year, the SPARK is an opening-day fixture at Vision Expo. Opti-Port founder James Rosin (I), Rosin Eye Care Centers, Chicago, with general manager Jason Lake, OD.

7. (L to R) Attending Opti-Port's SPARK Conference are Kent Igelhart, Dr. Tavel Optical Group; Mollie Tavel Kaback, Dr. Tavel Optical Group; Michael Kogelis, client advocate, Big City Optical; Faris Awad, True Eye Experts; and Angela Smith, Big City Optical.

1. L'Amey America's Kathryn Chambers is "decorating" the booth with a nod to the company's EyeVote award for favorite frame company.
2. (L to R) WestGroupe's Lauren Suliteanu, Wallatta Delvaille and Kaitlyn Dias get the boxes unpacked in anticipation of the opening day of the Show.
3. (L to R) VSP Vision's Patricia House, Jessica Loverde and Mina Robertson are making sure everything is "in sync" at the company booth.
4. Nelson Prada is making sure all systems are go at the Satisfloh booth.
5. (L to R) The crew from Imagewear/Nouveau, Donna Fortenberry, Nina Derrick, Regina Broom, Steve Benavides, Jani Burke and Belinda Bellows, were hard at work getting the booth in shape.
6. Alana Clarke unpacks the merchandise at the Wiley X booth.
7. Jenny Pichardo and Javier Gonzalez took a break from arranging the eyewear displays at the Modo booth.



# SHOW SHOTS



1. Alessandro Tropeano and Candice Zatonski are looking forward to showcasing Safilo's open-concept booth space for the opening day of the Show.

2. Debi Sguera and Sam Herskowitz put the finishing touches on the Match Eyewear displays.

3. Buhler's Andrea Cabrera is hard at work setting up for the first day of the Show.

4. (L to R) Zyloware's Jenna Offerdahl, George Sticos and Carlos Camargo are still celebrating the company's 100th anniversary as they set up the booth.

5. Coburn's Jonathan Acevedo runs some last-minute tests on the equipment in anticipation of the Show's opening.

6. Matt Ramlet is busy getting the booth in order for Ultra Optics.

7. ClearVision's Mary Tarantino gets the Vespa scooter all set up for a lucky winner who will be selected by a random drawing at the booth.



## OWA Announces New Leadership—Lorie Lippiatt, OD, Is Named New President, Succeeding Deb Bulken

DALLAS—The Optical Women’s Association announced the addition of a new president and four new board members. Dr. Lorie Lippiatt, optometrist for MyEyeDr. in Salem, Ohio, and



Dr. Lorie Lippiatt

previous vice president of the OWA, has assumed the position of president, effective immediately. Additionally, the following women will be joining the OWA board of directors: Dr. Beverly Bianes, optometrist and co-owner of Pack & Bianes Vision Care; Christina Perraud, director of Planning and

Inventory for MyEyeDr.; Kerri Ann Raimo, managing editor at Broadcast Med; and Erika Plank, director, Provider Communications at VSP.

“We are delighted to welcome Beverly, Christina, Kerri Ann, and Erika to the OWA board. Their collective talent complements the already amazing women of the board who serve tirelessly to enhance and promote the leadership role of



(L to R) Dr. Beverly Bianes, Christina Perraud, Kerri Ann Raimo and Erika Plank.

women in the optical industry,” said Dr. Lippiatt.

The OWA would like to give special thanks to the following departing board members: Robyn Crimmins, division vice president, Commercial Markets West, for VSP; Laura Dorris, executive vice president and general manager, Strategic Sales for PECAA; Ashley Mills, CEO of The Vision Council; and Jan Cory, VP, NA Retail and Outlook for Safilo.

The OWA said, “We would also like to thank our outgoing president, Deb Bulken, vice president of Sales, Eastern Region for EssilorLuxottica, who has provided leadership and direction to our association for the past two years. During

her term, the *OWA Connects* blog was launched, the *OWA Fireside Chats* evolved from OWA’s original Advisory Groups, the *OWA Talks* podcast welcomed two new hosts, the first OWA Town Hall Meeting took place, and the first *OWA Unplugged Retreat* will be held in October, 2023.

Bulken will remain on the OWA board as immediate past president for two years and will also chair the OWA Nominating Committee.

New president Dr. Lippiatt said, “Deb’s impact on the OWA and its mission has been remarkable. Her passion for promoting and providing leadership opportunities for women in the industry is unassailable. ■

## EssilorLuxottica Debuts an Elevated, Engaged Booth Experience

LAS VEGAS—Attendees at Vision Expo West this year will find a lot of engaging branded opportunities in the EssilorLuxottica Booth #P12087 as it showcases a new look and experience at the show. EssilorLuxottica’s goal for this year was to build a curated space with experiential brand moments in a modern, bright and digital setting, which allows attendees to walk away from these experiences feeling the essence of each brand and the level of partnership EssilorLuxottica extends through its innovations.

For instance, for the first time at Expo, you can personally experience the next generation of smart glasses with Ray-Ban Meta smart glasses, which combines iconic design with



cutting-edge, AI-enhanced technology, now available with prescription lenses. Also new is Swarovski’s sun and optical frames collections in a pop-up selling space designed after the brand’s new stores.

Just announced this week, Helix, a dedicated division within EssilorLuxottica that aims to streamline digital solutions for eyecare professionals, has a dedicated booth space to give attendees deeper access into how this supports

the future of their practice.

EssilorLuxottica said it was important to provide attendees an experience to be inspired and immersed in its full portfolio of offerings, to show how together with ECPs, they can help elevate practices and the patient journey. There will be several daily raffle drawings for pieces from such brands as Ray-Ban Ferrari, Coach, Versace, Dolce&Gabbana and more.

The “village” setup also includes Essilor Instruments, Helix, Ray-Ban, Swarovski, the Power of Brands frame wall, VariluxXR series and Eye-Ruler 2, an EL360 Learning Center powered by Leonardo and Shamir.

Visit EssilorLuxottica and its family of brands, innovations and solutions in Booth #P12087. ■

## Zenni Optical Launches VR Prescription Lenses for Meta Quest

NOVATO, Calif.—Online eyewear retailer Zenni Optical, based here, yesterday announced a partnership with Meta to serve as the provider of VR prescription lens inserts for the Meta Quest 3 headset. As part of the “Made for Meta” accessory program, Zenni VR Prescription Lenses for Meta Quest 3 vr.zenni.io are custom-built for the Meta Quest 3. The Rx lens inserts are lightweight, affordable, easy to install and tailored to every user’s individual prescription, according to a statement from Zenni, which noted that they deliver “a comfortable, seamless viewing experience for those who need corrective eyewear.”

The need for corrective lenses continues to



*Meta’s new Quest 3 VR headset features Rx lens inserts by Zenni.*

rise, according to the American Academy of Ophthalmology, which estimates that nearly half of Americans will be nearsighted by 2030.

“We believe that everyone should have access to high-quality, affordable eyewear, including the amazing, immersive experience that VR delivers,” said David Ting, global CTO and general manager at Zenni Optical. “We’re thrilled to partner with Meta in order to opti-

mize the Meta Quest 3 experience, at an affordable price, for those who need corrective lenses.”

Meta unveiled Quest 3 on Wednesday at Meta Connect, a conference for developers held at the company’s sprawling campus in

Menlo Park, Calif. and live streamed through Facebook. The headset is a total revamp of earlier models, offering improved performance, immersive new mixed-reality features and a streamlined, more comfortable design.

Describing the Quest 3 user experience, Meta chief Mark Zuckerberg told the Meta Connect audience, “If you pick up a digital ball and throw it at the physical wall, it’ll bounce off it.”

Meta Quest 3 lens inserts are priced at \$49.99 to the consumer. The lenses include an oil-resistant coating. Anyone pre-ordering lenses by October 10 will receive free shipping in the U.S. Zenni VR Prescription Lenses for Meta Quest 3 will be available in the U.S., Canada, UK and Japan on Oct. 10, 2023 with pre-order available now. ■

## Vision Expo West 2023 Kicks Off in Las Vegas

Continued from Page 1

and diagnostic technology, disease management solutions, contact lens advancements and practice optimization.

**Panorama:** this neighborhood provides a comprehensive overview of the rapidly evolving technology landscape in the vision industry. It highlights cutting-edge business solutions, medical advancements, software developments and wearable technologies that are shaping the future of the industry.

**The Atelier:** located in the heart of the Union, this hub is an intersection of fashion, art, culture and masterful craftsmanship from independent designers worldwide, dedicated to showcasing some of the finest artisanal creations in the industry.

**The Park:** this neighborhood, considered the central destination for the eyewear experience at Vision Expo West, showcases a wide range of fashion, sports and prestige eyewear. Visitors can immerse themselves in large-scale exhibits that represent the future of eyewear and feature beloved brands.

**The Union:** a lively hub within Vision Expo, this area is dedicated to independent design. It’s a vibrant showcase that serves as the fashion pulse of the event, featuring new collection launches, exciting pop-culture collaboration, and some of the hottest trends in the industry.

**The Suites:** The Suites, located on the 35th floor of The Venetian Hotel, offer exclusive access to luxury fashion houses, creating an intimate and unparalleled buying experience. Visitors can explore a diverse collection of standout brands

Today, an entirely new program, EYEnovate, is premiering on the Vision Expo Innovation Stage. This fresh and engaging content series shines a spotlight on groundbreaking technological innovations in the optical industry. EYEnovate is committed to delving into the forefront of advancements in eyecare technology, presenting 15-minute talks by experts in various fields. These talks will highlight the most recent developments in artificial intelligence, pharmaceuticals, diagnostics, surgical tools, VR/AR and other emerging technologies.

The first EYEnovate session kicks off today from 9:45 to 10:45 am with InflammX, Uptime Health, EYE-GO, and Myoptechs. A panel of industry leaders including Ashley Mills, CEO of The Vision Council, James Rosin, co-president of Rosin Optical Co., and Susy Yu, OD, MBA, FAAO, director of Business Strategy and Operations Support for Vision Essentials by Kaiser Permanente, will judge all EYEnovate presentations and select one participant to receive the first-ever Ocular Horizons Award, which will be announced on Friday, September 29.

Today, OptiCon @ Vision Expo makes a comeback at Vision Expo West, offering an exceptional education program and exhibit hall experience tailored to opticians, contact lens professionals, allied ophthalmic professionals, optical assistants, office managers, frame buyers, and lab technicians. OptiCon sessions cover various topics, including precise frame fitting, insider secrets of celebrity eyewear, and in-depth discussions about stocking versus surfacing and laser exploration. ■