

**R****RODENSTOCK**

Because every eye is different

BIOMETRIC
INTELLIGENT
GLASSES

SEE BETTER WITH THE POWER OF AI

B.I.G. NORM™ biometric lenses leverage the power of AI for advanced individualisation.

Rodenstock Launches B.I.G. NORM™ Lenses in India under the Aegis of Vision Rx Lab

Renowned German lens brand Rodenstock enjoys a formidable reputation worldwide, one that has been steadfast and growing quite 150 years. Vision Rx Lab, among the leading ophthalmic lens manufacturers in Asia, has been Rodenstock's strategic partner in India since 2003. Today, the German brand enjoys a strong 20-plus-year presence in the country with its wide product portfolio backed by Vision Rx Lab's state-of-the-art infrastructure and robust marketing.

As an active custodian of the brand in India, VRX has been driving Rodenstock's nationwide growth through creative branding solutions, well curated seminars and unique business initiative like VRX Next which showcases the latest product innovations directly to retail partners. Building on this legacy, the two companies have now jointly launched the innovative B.I.G. NORM™ lens range in the Indian market.

Rodenstock recognizes people as individuals, with eyes of different shapes and sizes. That is why Rodenstock was the first to measure the individual eye and use thousands of data points to produce customized eyeglass lenses. These lenses are called B.I.G. – Biometric Intelligent Glasses

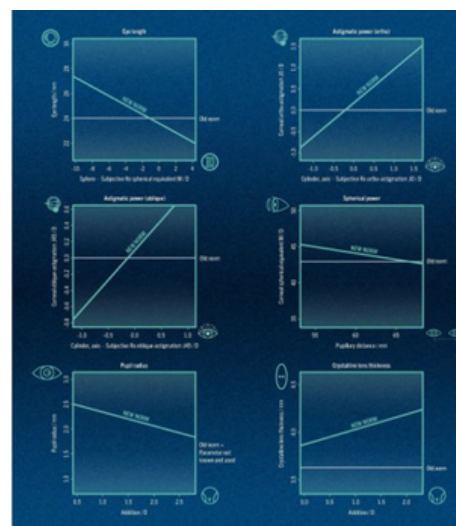
Take your vision to the next level*

B.I.G. NORM™ is a huge step in lens technology, leveraging the power of AI to make more precise lenses from a standard eye test. These lenses take individualization to a new level, offering sharper vision at all distances*, a wider field of view* and reduced swim effect* when you're walking down the stairs.

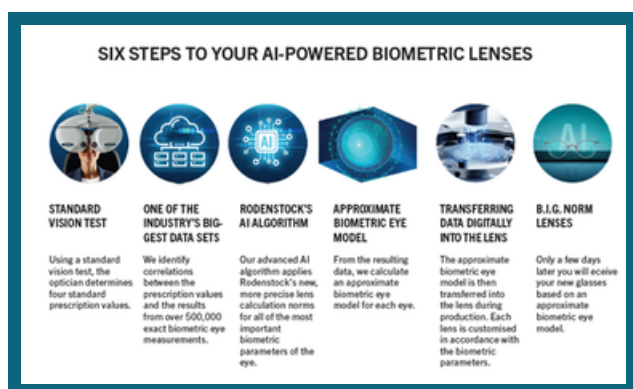
Experience more clarity, confidence and less effort as you move through your day driving, working at your desk or doing other everyday activities.

One of the largest biometric data pools in the industry

RBacked by over a decade of research and the analysis of 500,000 exact eye measurements from the DNEye® Scanner (1), Rodenstock has measured the biometric parameters of hundreds of thousands of eyes to develop biometrically accurate lenses. These data sets form one of the largest biometric data pools in the industry. Rodenstock was able to analyze the data obtained from more than 500,000 exact eye measurements and uncover correlations between the biometric parameters of the eye and standard refraction values.



Creating new lens calculation norms for all key biometric eye parameters



New calculation standards for all key parameters

With the help of statistical analyses, Rodenstock is able to determine new, precise values for all important biometric parameters of the eye.

In addition to the eye length, these are above all the astigmatic as well as the spherical refractive power of the cornea, the pupil diameter, the thickness of the cornea and much more.

For example, pupil size tends to get smaller with increasing addition, and lens thickness tends to increase with increasing addition. Integrating as many of these correlations as possible, the AI algorithms can reveal multi-dimensional correlations, leading to the creation of an approximate biometric eye model. This approximate biometric eye model can then be used for the calculation of the lenses

The use of artificial intelligence

By identifying correlations in the data and transferring them into a sophisticated AI algorithm, Rodenstock is able to move away from the old norm. The new standard of lens calculation allows Rodenstock to create an AI-based biometric model of the eye using only the four standard refraction values provided by optometrists as input. This new standard allows Rodenstock to achieve a much higher level of biometric precision for standard progressive lenses and can therefore deliver biometric lenses even when accurate measurements are not available from the DNEye® scanner. Rodenstock calls the new AI-based lenses B.I.G. NORM™.

By crafting the lenses with an approximate biometric eye model using new AI technology, Rodenstock is able to tailor each lens far more accurately than when standard values are used. With this AI technology, the brand is finally making biometric lenses available to all spectacle wearers in the Indian market, through the strategic partnership and manufacturing expertise of Vision Rx. By combining Rodenstock's AI-driven innovation with Vision Rx's extensive distribution network and commitment to quality, high-precision vision is no longer a luxury in India, but a new standard for everyone.

For more on BIG Norm scan:

