



LINZ, MARCH 2021

SILHOUETTE LEADS THE WAY IN DIGITAL DISPENSING.

THE FIRST OF ITS KIND IN THE WORLD: THE SILHOUETTE VISION SENSATION® APP - FROM SALES CONSULTATION TO ORDERING IN JUST ONE APP



Austrian premium eyewear manufacturer Silhouette has launched the Vision Sensation app – a groundbreaking innovation in the international eyewear market. The revolutionary tool provides the easiest way ever to order customized eyewear from the House of Silhouette. From the sales consultation to the actual delivery of the eyewear, all you need is a tablet and the innovative Silhouette Vision Sensation® app. Measuring, customizing, visualizing and ordering can now be done digitally using a single app. The process is quick and easy! The Vision Sensation app takes the patient's measurements using the specially designed and easy-to-use measuring frame and allows the patient to visualize the final look. The app takes care of all the necessary steps and provides a unique experience and improved customer journey. Buying eyewear has never been so hassle-free! Customizing the eyewear is easy. The large selection of lens shapes, frames, colors and lens functions allows the eyecare professional to configure the patient's eyewear according to their style preferences and prescription requirements for both optical and sunglasses. The eyewear can then be ordered directly using the app.

100% SILHOUETTE – FROM PERFECT EYEWEAR TO PERFECT SERVICE

At Silhouette, customer satisfaction begins with the first sales consultation. The app was developed to support this process and is the result of intensive research and years of development carried out by a team of experts. This unique tool offers both opticians and their patients unprecedented added value. It simplifies the sales process, freeing up the opticians' time so they can focus on providing a high-quality on-site service. Silhouette's measuring frame is defined by its quality and ability to take precise measurements of the centering data and to facilitate manual readjustment. Personal customization offers endless possibilities, particularly when it comes to rimless eyewear. Silhouette's high-quality lenses and frames are customized to the customer and provide a truly limitless visual experience. They are designed to accentuate the wearer's personality and are so light and comfortable, you'll forget you're wearing them. The virtual fitting service means that the eyewear can be adapted to the shape of the wearer's face.



Once the patient's selection is finalized, , the optician can order the product quickly and easily using the app. What's more, the innovative tool allows the optician to order prescription sunglasses from Silhouette's extensive collection without the need for additional tools.

MAJOR STEPS TAKEN TOWARDS DIGITALIZATION

"Years of development and commitment to the Vision Sensation app have paid off. We have succeeded in designing a tool that has not yet been available in this form on the market. It will significantly enhance the exceptional service and sales of Silhouette products well into the future. The app is a clear incentive for every optician to offer added value and improve the quality of vision and appearance for their patients," explains Thomas Beier, Director of Lenses at Silhouette.

FURTHER INFORMATION:

www.silhouette.com, www.silhouette.com/newsroom, www.facebook.com/silhouette/

Silhouette

What began in 1964 with a vision – eyewear as an accessory – has today become the world's leading brand in lightweight quality eyewear: Silhouette. Under this brand, the lightest eyewear in the world is produced in Austria with a great love of detail, crafted mostly by hand in an individualized design using only the best materials and state-of-the-art technologies and exported to 100 countries across the globe. In 1999, Silhouette revolutionized the world of eyewear with Titan Minimal Art weighing just 1.8 grams, with no rims, screws or hinges. Silhouette eyewear has accompanied astronauts into outer space on 35 missions, has traveled around the world with the Vienna Philharmonic Orchestra, and is worn by a number of big names in entertainment, business and politics.

Silhouette International

Headquartered in Linz, Austria, Silhouette International Schmied AG is the world's leading manufacturer of premium eyewear, with over 1,500 employees worldwide. With 13 international subsidiaries, the family-owned company is the market leader in rimless eyewear, which has brought it acclaim and success around the world. Exports account for 95% of its production. Silhouette eyewear is available in over 100 countries. Since 2017, the company has been a full-service provider of frames and lenses – made in Austria. In 2019, around 1.6 million pairs of glasses were sold worldwide and the company reported €161 million in revenue.

Dr. Anja Strejcek, Head of PR and Communication, Silhouette International Schmied AG
A.Strejcek@silhouette.com, Telefon: +43-664-237-6934