

Press Release

Nr. 05 / 05

An Eye for Detail.

Do perfect eyeglasses exist? With cameras of Allied Vision Technologies Rodenstock uses individual face measurement for tailor-made eyeglasses.

Stadtroda, 17 Nov. 05. Allied Vision Technologies, one of the leading providers of cameras and components in the industrial image processing market, wins Rodenstock as client. Rodenstock is one of the global leaders in ophthalmic optics and employs about 4,500 people. Whether it's eyeglass lenses or eyeglass frames – the Rodenstock brand stands for products of highest technological sophistication and superb quality.

In 2000 Rodenstock introduced the new generation of progressive eyeglass lenses, ImpressionILT, which for the first time allows for making individual adjustments in the calculation of eyeglass lenses by taking into account facial shape and the chosen eyeglass frame, thereby significantly improving visual quality and visual comfort.



For these glasses, which are made in Frankfurt, Rodenstock requires very precise measurements of the individual parameters of the person wearing the glasses. Individual pupil distance, cornea apex distance, frame lens angle, forward incline angle, as well as centering data.

The declared goal of Rodenstock is to be able to assist customers as best as possible in the complex selection of suitable glasses and in individual requests for matching frames, Rodenstock put into practice the idea of a 4-in-1 Integrated Service Terminal, the ImpressionIST. It provides opticians with four core functions:

1. Interactive info terminal for the consumer
2. Comprehensive frame consultation and presentation
3. Worldwide unique, patented 3-D video centering system
4. Convincing consultation regarding glasses for higher-value sales

The ImpressionIST is made available to opticians as a special customer service to selectively support them in their competence in consultations and finally to significantly boost the sales proportion of high-grade glasses, creating an attractive contribution margin in the process.

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The required stereo measurement made two cameras necessary that ensure simultaneous image capture. When it came to selecting the right cameras, the technical data and design of the **AVT MARLIN** proved to be perfect. In order to use the system not only for selecting suitable eyeglass lenses but also the frames, a resolution of 2 Mpixels was required for the front camera. The modular camera concept of AVT allowed for flexible adjustments based on the existing components as well.

Andreas Romandi, project manager at Rodenstock, proved more than satisfied with the performance of AVT: "Above all, I was delighted to see how AVT serves as a competent partner for all ideas and their implementations. Even those "minor" problems were always solved by Application Engineering and Support in a quick and solution-oriented manner. The development by AVT showed not only cooperation but also creativity in incorporating requirements into production series in the short run. The relationship between Rodenstock and AVT was characterized throughout the entire duration of the project by mutual trust in meeting the time-critical deadlines for delivery regarding the series".

It's all paying off: The ImpressionIST is a complete success among opticians. Even now, the sales figures are exceeding the volumes planned for year's end by far – even though delivery of the system didn't start until early October.

"I ultimately attribute the huge demand to the worldwide unique, patented three-dimensional measurement of the customers", says Andreas Romandi. "In this measuring system, the cameras play a very decisive role. Here we've succeeded in developing an excellent solution together with the close cooperation of AVT."

Profile Allied Vision Technologies.

Founded in 1989 Allied Vision Technologies was already rated as one of the most important suppliers of cameras and components for industrial image processing after a few short years. Today Allied Vision Technologies, a 100% subsidiary of Augusta AG, has won international acclaim through its camera developments. As one of the biggest suppliers on the market, Allied Vision Technologies is the international contact for the producing industry, machine manufacturers, system integrators, image processors and dealers, who are supplied with high-quality cameras by AVT.

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