Industry News

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Warner Named President, North America

Jerry Warner has been named President, North America for CooperVision Inc. In this role he is charged with determining the strategic direction of the company's largest region, driving sustainable business growth and deeper customer relationships in the United States and Canada. Warner previously served as the company's Senior Vice President of Global Marketing. He joined the company in 2012 as Vice President, Life Cycle Management. Prior to moving to CooperVision, Warner was with Bausch + Lomb for 17 years.

Visit the CooperVision website for more information.

New HFA Designed to Streamline Patient Flow

Now available from Zeiss is the latest generation of the Humphrey Field Analyzer, the HFA3. The HFA3 incorporates several features designed to save time and reduce errors, while test results are equal to and interchangeable with test results from previous Humphrey perimeters. The HFA3 is the first perimeter to introduce patented Liquid Lens technology, which saves time, simplifies setup and reduces the possibility of human error in trial lens correction. Liquid Trial Lens automatically delivers the appropriate refractive correction (-8D to +8D sphere with model 860) using measurement information entered into the instrument. Other HFA3 features include: • RelEYE, which allows doctors to instantly review the patient's eye position, at any stimulus point • SmartTouch interface, which reduces the number of steps required for starting a perimetry exam • Faster gaze tracking, which aids in assessing the reliability of test results and initializes faster and works on a wider spectrum of patients compared with earlier HFA models.

For more information, visit the Zeiss website.

New Multifocal Contact Lenses Take Pupil Size into Account

Johnson & Johnson Vision Care Inc. launched 1-Day Acuvue Moist Brand Multifocal Contact Lenses. The new lenses, which feature a unique aspheric center-near design for the presbyopic eye, are created with uniquely optimized optics for addressing the natural variations in pupil size to produce a better visual experience. The 61 available distance powers (in quarter diopter steps from +6D to -9D) and three add powers equal 183 unique designs for enhancing precision, minimizing chair time and maximizing successful wearing. For more information, visit Acuvue Professional.

Also: Organizers of the 1st World Congress of Optometry announced that Johnson & Johnson Vision Care Companies is the event's headline sponsor. The Congress, organized by the World Council of Optometry and the Colombian Federation of Optometrists, is set to take place Aug. 14-15, 2015 in Medellin, Colombia.

TV Host to Tout Fashion and Function

Transitions Optical Inc. has teamed up with fashion icon and Project Runway host Tim Gunn to inspire people to "see life – and fashion – through a new lens." Throughout the collaboration, Gunn will provide fashion tips and motivation to men and women to help them see fashion differently, feel confident in developing their own style and make style choices that are more fashionable and functional. Gunn recently purchased a pair of Transitions Signature lenses and reported that "Frankly, Transitions lenses have surpassed my expectations by far."

Visit the web for more information about Transitions Optical and its family of lenses.