

# Lenscape: Virtual Reality Serving Optics

*Eyesoft, the Bordeaux-based startup at the forefront of optical technologies, is launching Lenscape, a virtual reality solution that reinvents the customer experience in optical stores.*

## **Lenscape: immersion at the heart of vision**

With a VR headset, customers can now virtually test different types of lenses and real-life environments, helping them choose the option that best matches their needs and preferences. This immersive and unique experience makes it possible to personalize advice based on each person's habits and requirements, makes the choice of optical equipment easier and increases customer satisfaction.

## **Lenscape: a differentiating asset for opticians**

By offering Lenscape to their customers, opticians can stand out from competitors and provide a unique and memorable shopping experience. This innovative solution also helps strengthen customer loyalty, boost sales of complementary products and improve brand image.

## **Lenscape: a technology accessible to all**

Easy to integrate into the in-store customer journey, Lenscape does not require any extra equipment and works with Wi-Fi. This innovative solution is available from €119 excl. VAT per month.

## **Eyesoft: the future of visual health and comfort**

Lenscape will be joined by another solution, EMAA Check, designed to prevent and manage lens adaptation issues. These tools reflect Eyesoft's mission to improve visual health and comfort. The company also offers other innovative solutions such as EMAA Pro 2 and EMAA Home for orthoptic rehabilitation.

## **About Eyesoft**

- Founded in 2018 by Audrey Persillon and Thomas Didier, orthoptists & opticians
- 11 employees
- 712 professionals equipped
- More than 45,000 patients/clients supported
- Over 1.5 million uses

The startup is planning international expansion for the second half of 2024.

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