

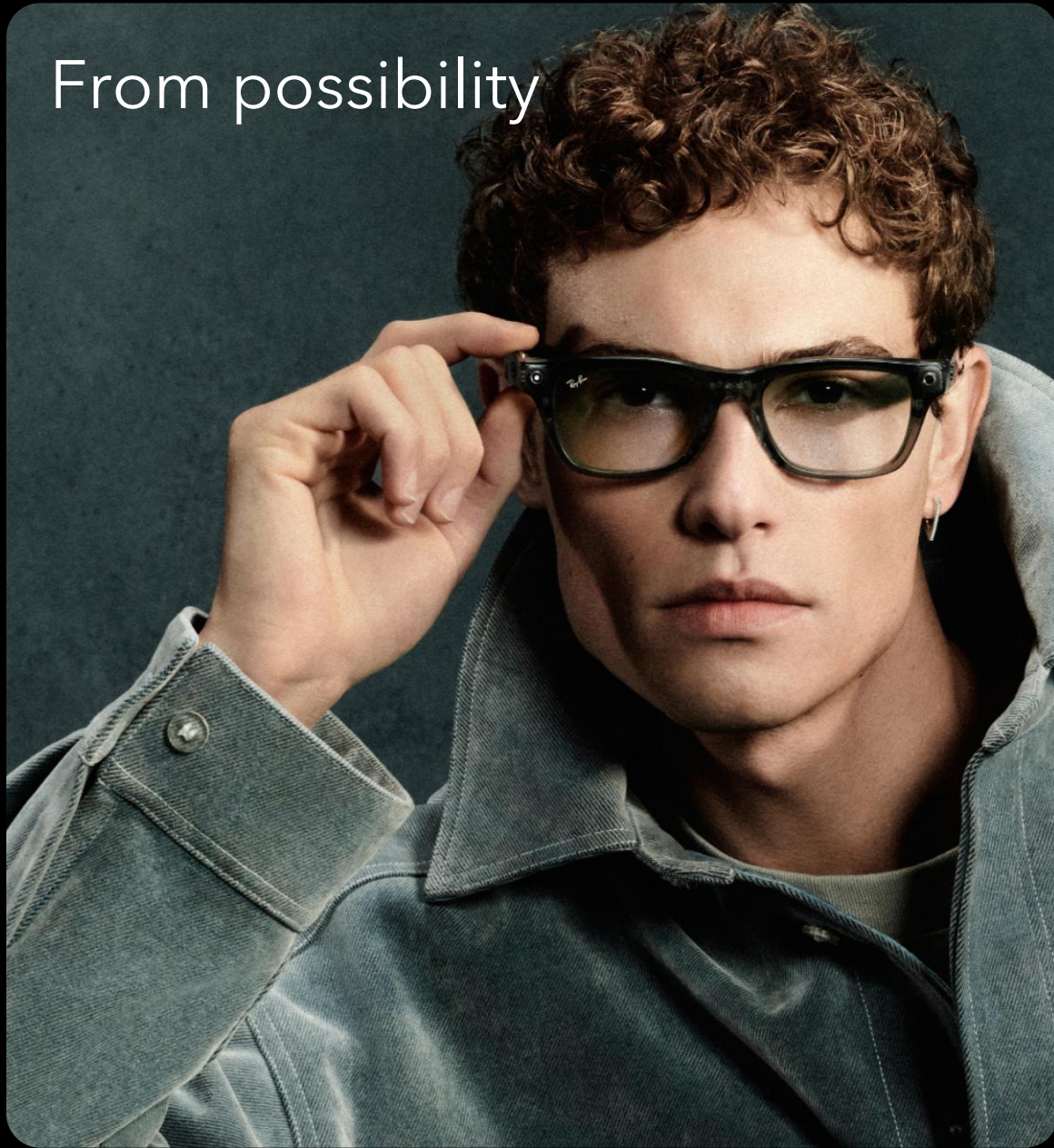
A close-up of a person's face wearing transparent smart glasses. A small camera is mounted on the left side of the frame. The right lens shows a blue-tinted AR interface with various data points, lines, and a circular graphic. The background is a soft, out-of-focus blue.

PHOTONICS FOR AUGMENTED REALITY: The tipping point

Dr. Brian O'NEILL, Global Head of Advanced Technologies

EssilorLuxottica

From possibility



to adoption





All-day comfort



Natural vision



Personal and desirable



Meaningful assistance

AI SHOULD EARN ATTENTION

The right assistance, at the right moment, with the minimum distraction



A close-up portrait of a woman with long dark hair, wearing black Ray-Ban smart glasses. The glasses have a small circular sensor on the right temple. She is wearing a black leather jacket and large hoop earrings. The background is a soft-focus landscape with mountains under a blue sky.

CONNECTING TECHNOLOGY WITH **THE WEARER**

Vision science

Ophthalmic optics

Design and fit

AI & data

Iconic brands

Manufacturing and market access

COLLABORATION IS AN ENGINEERING REQUIREMENT

Adoption must be co-designed



GREAT TECH DISAPPEARS
into a pair of glasses

