

With Briot Couture, Luneau Technology introduces a beautiful new 3D fit for opticians

The ultimate edging system for precision and reliability, Briot Couture allows demanding opticians to see the results of their work before they even get started.

Paris, September 15, 2021 - The project is five years in the making. Ever since winning Silmo Gold for Briot Attitude in 2015, Luneau Technology, Briot's parent company, has been planning for the next big thing in edging, intensifying its R&D and conducting thorough marketing studies throughout Europe and the USA.

"We've broken through to the final stage of what opticians could only hope for," says Lionel Iribarne, Director of Strategy at Luneau Technology. "3D technology has long been used to preview high-precision work in many demanding professions, such as architecture and aeronautics, so we wanted to offer this great opportunity to opticians too."

3D previsualization allows the user to determine the ideal base of the lens for flawless mounting on difficult frame and lens base combinations. And TrueFit™ technology delivers the optimum bevel placement for maintaining the 3D frame characteristics and delivering an aesthetical, perfect first fit.

Briot Couture also introduces a significant evolution in lens edging. New sensors are coupled with advanced software – the Torque Monitoring System (TMS) – which calculates the optimal pressure to be exerted on the lens, in real time and at each step of the edging process. This helps to eliminate misalignment during the edging process, especially while working at high speeds or with slippery hydrophobic lenses.

By uniting TrueFit™ and TMS into one cutting-edge machine, opticians achieve high levels of performance and precision, with hours of time saved per week and a first-fit rate as high as 95% – even with rigid wooden frames and complex base curves.

Briot Couture benefits from exclusive WaveFront technology, developed by Visionix, which allows opticians to preview how lens designs will look in their intended shape (including the power) and thus perfectly position the near-vision zone on progressive lenses during centering.

Designed, developed and assembled in Normandy, France, Briot Couture proudly sports the *Origine France Garantie* label.

Briot is a brand of Luneau Technology, which also includes the Visionix, Optovue and Weco brands, covering a wide scope of needs for visual-health professionals in the anterior and posterior vision segments.

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