

## NEWS RELEASE

### **Preview: UdeM School of Optometry shares study findings on the accuracy of purchasing prescription glasses online, now possible at New Look Vision Group thanks to the advanced technology Topology**

*Findings from a recently-completed empirical study conducted by the Université de Montréal (UdeM) unveils that Topology delivers better quality eyewear than the technologies of two major online eyewear retailers, and, when they received the new glasses, the participants judged them to be comparable to what is found in store.*

**Montreal, November 30, 2022** — The pandemic has reshaped consumer behaviour and more people turned to online shopping. Digital health solutions can be harnessed to better serve patients. In this context, New Look Vision Group commissioned the Université de Montréal (UdeM) School of Optometry to conduct a comparative study which unveiled that New Look Vision Group's app, powered by Topology, is the leading technology-supported purchasing method online. Topology dramatically improves the quality of digital eye care services, especially when it comes to purchasing prescription glasses. The results uncovered in the UdeM study are astounding, and reveal that the respondents, when they received their glasses, judged them to be comparable to what is found in store.

The study performed in 2021, which surveyed 30 people over 50 years old to test the generally more complex progressive prescriptions, compares the way three online eyewear retailers technology-based services (New Look powered by Topology and two major online eyewear retailers) fair against the UdeM School of Optometry store. Topology is a technology that uses the latest advances in 3D facial scanning and augmented reality to enable customers to take the necessary ultra-precise measurements needed to produce high-quality glasses. The research parameters primarily included the accuracy of the measurement, fitting and comfort upon delivery, and overall satisfaction.

"I am extremely pleased that an independent study confirms that New Look's app, which was conceived from a partnership with Topology, is the most accurate on the market. This represents years in the making and extensive testing to bring this possibility to the market during a time when the world can really benefit from an option like this", says Jean-Michel Maltais, Senior Vice President Omnichannel, New Look Vision Group.

The findings from the study uncover positive advancements in online prescription eyewear purchasing, and identify Topology as a leading tool. Notable highlights include:

- The quality of Topology's measurements - namely pupillary half-distances and ocular height - is comparable to the measurements taken in person by UdeM eye care professionals.
- Topology is the only technology that takes measurements for the production of personalized lenses (requiring a greater number of accurate measurements) when buying online.
- Topology's measurements are more accurate, allowing for clearer vision compared to two major online eyewear retailers.

- Topology was ranked higher than the two other major online eyewear retailers by eye care professionals for frame adjustments to fit the wearer. In fact, with Topology, a personalized adjustment is made before shipping. New Look Vision Group is the only retailer to offer this service.
- Overall, customers who use Topology technology to purchase prescription glasses online can benefit from an experience that is close to an in-person purchase in store.

“This new technology from Topology represents a significant advance in the industry, compared to the traditional model of buying glasses online. The basic parameters allowing the production of quality progressive glasses are comparable to those obtained in-store. It is also likely that the higher visual comfort provided by Topology, compared to the other online retailers evaluated, is due to its ability to take measurements for the production of personalized lenses. This technology presents online eyewear shoppers with numerous advantages compared to what existed before and performs better on many levels.”, mentions Nicolas Fontaine, Optometrist and University lecturer and researcher at the Optometry School of Université de Montréal.

“People are increasingly looking to online methods of shopping, and the app represents a new type of interaction with your mobile phone. It uses the latest 3D technology to scan 30,000 data points on a person’s face, taking ultra-precise measurements. This level of precision ensures a high-touch consumer experience, custom-fit frames (customer’s choice) and optimal comfort”, says Dr. Schwartz, Optometrist and Vice President Innovation within the New Look Vision Group.

Digital health technologies are improving access to healthcare services for more people than ever before. Consumers now have more reliable options to choose from, and the comparative study by UdeM shows that New Look Vision Group’s app powered by Topology, which is available from its banners [New Look](#), [IRIS](#) and [Greiche & Scaff](#), is helping to transform the eye care industry by allowing customers to confidently shop for prescription eyewear from the comfort of their own home.

This is a preview of the completed study. The full study will be published at a later date. In the meantime, a summary can be found [here](#).

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### **About New Look Vision Group Inc.**

New Look Vision Group is the largest optical group in the eye care industry in Canada and has been rapidly expanding in the United States since its acquisition of Edward Beiner in March 2020, partnership with Black Optical in 2021, and the acquisition of LOH in December 2021. New Look Vision Group has a network of 489 locations operating mainly under the Iris, New Look Eyewear, Vogue Optical, Greiche & Scaff and Edward Beiner banners and a laboratory facility using state-of-the-art technologies. For additional information please visit our website [www.newlookvision.ca](http://www.newlookvision.ca).

### **About the School of Optometry of UdeM**

The School of Optometry of the UdeM was founded in 1910 and is the only French-language school in the world to award the Doctor of Optometry degree. Additionally, it is the only school that offers the Ph.D. program in vision sciences in Quebec.

Its mission is based on three (3) axes: teaching, research and outreach. The School of Optometry must be a centre of information, reference and expertise for the general public, the professional community and the university community, recognized for the quality of its teaching and clinical services as well as for the excellence and volume of its research activities. Through its community involvement, it must ensure accessibility to care for vulnerable populations.

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