

EssilorLuxottica AI Initiatives & Acquisitions: AI Copilot Knowledge Base

1.0 Executive Summary

This document serves as a centralized, machine-readable knowledge base designed for an AI copilot system. Its purpose is to provide a comprehensive, fact-based overview of EssilorLuxottica's strategic AI projects, acquisitions, and partnerships. The information is structured in a standardized format to enable efficient parsing, querying, and retrieval of key strategic and operational details.

Portfolio at a Glance:

- **Total Unique Projects:** 29
- **Total Unique Acquisitions, Partnerships & Initiatives:** 21

Key Strategic Thrusts:

The collective initiatives detailed herein reveal a cohesive, AI-first transformation strategy. EssilorLuxottica is aggressively positioning itself beyond traditional eyewear, focusing on the convergence of three primary domains: **smart wearables**, **medical technology (med-tech)**, and **digital-first customer experiences**. Through a combination of internal innovation and strategic acquisitions, the company is building an integrated ecosystem where eyewear serves as the next major computing platform. This strategy is executed by securing foundational capabilities through acquisitions in materials science (PUcore) and manufacturing (A&R), which in turn enable the production of advanced consumer products like the Ray-Ban Meta glasses and Med-Tech devices from the VisionX portfolio. This vision is underpinned by a commitment to ambient computing, where technology seamlessly integrates into a user's life, and a drive to turn eyewear into a proactive healthcare device.

This knowledge base provides a granular breakdown of the individual components that constitute this overarching strategy.

2.0 Creative Hub & AI Projects

This section provides a granular, standardized breakdown of individual AI-driven projects across EssilorLuxottica. The consistent structure is designed for efficient parsing and retrieval by an AI agent, allowing for precise queries on project status, scope, and dependencies.

2.1 AI Scribe / Co-Pilot Lite (VisionX)

Tags: [Project] #medtech #visionx #2026

- **Project Name:** AI Scribe/Co-Pilot Lite

- **Status:** TBC
- **Timeline:** ETA Q4
- **Design Complete in 2025:** Yes
- **Last Updated:** [Insert document generation date]

Overview

This project is an EHR-only AI tool designed to automate clinical documentation. Its primary objectives are to provide real-time exam transcription and **limited** summarization capabilities through supported prompts, reducing the administrative burden on practitioners. Stakeholders are [Not specified in source].

Details

The core deliverables include exam transcription, basic content summarization, and a set of supported prompts for interaction. The current progress is marked with an estimated delivery in Q4. All AI projects, including this one, are designated as To Be Confirmed (TBC) based on strategic alignment with the AI Center of Excellence (CoE). Technologies are [Not specified in source].

Notes

This project is considered a key differentiator against competitors and is assigned a Priority of 1.

2.2 AI Scribe Expansion (Chatbot for VisionX)

Tags: [Project] #medtech #visionx #2026

- **Project Name:** AI Scribe Expansion
- **Status:** TBC
- **Timeline:** ETA Q3
- **Design Complete in 2025:** No
- **Last Updated:** [Insert document generation date]

Overview

This project aims to develop a chatbot for both VisionX users and the associated patient portal. The strategic objective is to expand the AI's knowledge base and functional capabilities into other core modules of the VisionX platform.

Details

The key deliverable is a functional chatbot integrated into the VisionX platform and its patient portal. Development is dependent on the EHR core roadmap and requires alignment with the AI CoE.

Notes

This expansion is categorized as a differentiator to competitors.

2.3 AI Scribe Expansion (Read/write to patient record)

Tags: [Project] #medtech #visionx #2026

- **Project Name:** AI Scribe Expansion
- **Status:** TBC
- **Timeline:** ETA Q2
- **Design Complete in 2025:** Yes
- **Last Updated:** [Insert document generation date]

Overview

This initiative enhances the AI Scribe by enabling it to directly read and write to a patient's record. The project also includes improved summarization algorithms and the introduction of suggested prompts to guide user interaction.

Details

This expansion significantly advances the 'Lite' version by adding bidirectional data flow with the patient's EHR. The estimated delivery in Q2 will need to be aligned with the core roadmap for the EHR system.

2.4 Alwear

Tags: [Project] #creative-hub #wearables #retail #ongoing

- **Project Name:** Alwear
- **Status:** in progress
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

Alwear is a new company branding initiative for smart wearables and their associated retail experiences. It is strategically positioned to compete with Meta's offerings and its dedicated retail stores. The primary objective is to establish "aiwear" as the definitive category name for these products in the market.

Details

Current progress involves building the foundational guidelines and brand book for the Alwear brand, as only a logo exists at present. The project scope includes a dual communication strategy for e-commerce (using "aiwear" as a category name in product listing pages) and physical retail. The retail strategy will begin with a "dedicated corner" or "shop in shop" concept, with the potential to evolve into standalone stores once employees receive specialized training.

Blockers or Challenges

A key challenge is the naming conflict with Meta, which prefers the term "metaglasses." EssilorLuxottica's strategy is to proactively establish the "aiwear" name in the market, compelling competitors, including Meta, to adopt it as the standard category term.

Dependencies and Related Projects

This project is directly linked to the 10-year partnership with Meta. Related products under this umbrella include OO, OP, and Prada branded smart eyewear.

2.5 AllAboutVision

Tags: [Project] #digital #content #ongoing

- **Project Name:** AllAboutVision
- **Status:** in progress
- **Timeline:** New UI launch in September (US/IT)
- **Last Updated:** [Insert document generation date]

Overview

This project involves a strategic redesign of the AllAboutVision platform. The goal is to shift the platform's focus from being a repository of eye care content to a source of "life-changing insight."

Details

Core deliverables include a new User Interface (UI), which will launch in September for the US and Italian markets. Future plans involve the deployment of on-site, multilingual chatbots powered by Retrieval-Augmented Generation (RAG) technology to provide personalized assistance and access to tools like the Doctor Locator.

2.6 Contact Lenses Box Scanning

Tags: [Project] #TBD

- **Project Name:** Contact Lenses Box Scanning
- **Status:** - (TBD)
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

Details for this project are not available in the source material.

2.7 eCom 2.0

Tags: [Project] #ecommerce #research #ongoing

- **Project Name:** eCom 2.0
- **Status:** in progress
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

eCom 2.0 is a research initiative focused on exploring the future of "agentic-commerce" and understanding how Large Language Models (LLMs) will fundamentally change or replace traditional e-commerce platforms.

Details

The project's research scope includes several key topics: "dovetail insights for next gen ecom," the development of a "model context protocol" to allow AI agents to communicate efficiently with various platforms, an "agent to agent protocol" for user agents to execute purchases, and creating a "timeline of future evolutions of AI." Specific ideas being explored are an "AI ECOMMERCE SEARCH + COMPARE RESULTS" tool and an "ALGOLIA AI DEEP DIVE."

2.8 FD AI Assistant (Freddy)

Tags: [Project] #assistant #live

- **Project Name:** FD AI Assistant (Freddy)
- **Stakeholders:** @Gaia @Michi
- **Status:** live
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

Freddy is a live AI assistant that provides comprehensive support for customers purchasing prescription glasses.

Details

The assistant's capabilities cover the full customer journey:

- **Pre-sale guidance:** Offers advice on lenses and frames, providing personalized recommendations.
- **After-sale support:** Assists with troubleshooting, returns, and adjustments.
- **Detailed product information:** Provides specifics on all products, including the Meta AI glasses.
- **General inquiries:** Answers questions about company policies and FAQs.

2.9 KroniklsAI

Tags: [Project] #medtech #visionx #done

- **Project Name:** KroniklsAI
- **Status:** done
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

KroniklsAI was a proof-of-concept project that served as a prototype for the VisionX Copilot.

Details

Its core functionality was to act as a patient-doctor conversation transcriber that generated an AI-powered summary. This summary content could then be pushed back into the main EHR software. An image analysis feature was also scoped but remains a work in progress (WIP).

2.10 LC AI Assistant

Tags: [Project] #assistant #TBD

- **Project Name:** LC AI Assistant
- **Stakeholders:** @Eli
- **Status:** TBD
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This project, inspired by Kits.com, outlines a two-part chatbot solution designed for customer support.

Details

The solution consists of two distinct components:

- A small, window-based chatbot deployed at key touchpoints (e.g., RXC) that integrates Genesys and site knowledge to provide product and transactional support.
- A full-screen version, accessible from the website header, intended for beta testing and the development of new features.

2.11 LC Dr. Tips

Tags: [Project] #assistant #TBD

- **Project Name:** LC Dr. Tips
- **Stakeholders:** @Eli
- **Status:** TBD
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

LC Dr. Tips is an informative AI assistant concept designed to drive customer engagement through education rather than sales.

Details

The assistant is envisioned with several key characteristics: it is visually represented by an iris, operates in a full-screen mode, and is strictly educational, with no transactional features. Its primary function is to deliver unique, proprietary eye care and health content sourced from EssilorLuxottica's network of independent doctors and its eye care team, potentially integrating video clips to enhance the experience.

2.12 Leonardo AI

Tags: [Project] #content #TBD

- **Project Name:** Leonardo AI
- **Status:** TBD
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This project involves leveraging AI to provide a suite of content generation and management services within the Leonardo platform.

Details

The specific "LEO - EL AI services" identified for this project include an "AI translation service" and "AI-generated content creation" for producing materials like "captions + courses."

2.13 Meta AI Glasses (Research)

Tags: [Project] #wearables #research #ongoing

- **Project Name:** Meta AI Glasses
- **Status:** in progress
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This entry pertains to a research initiative related to the Meta AI Glasses product line and its market potential.

Details

The central research question is "how to target this valuable customer base [Silver Economy] with wearables and hearing aids? (Nuance 2.0)."

2.14 MyPersonalDesk Copilot

Tags: [Project] #hr #copilot #on-hold

- **Project Name:** MyPersonalDesk Copilot
- **Status:** on hold
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

MyPersonalDesk Copilot is an HR Agent/Chatbot designed to automate key administrative tasks for employees.

Details

The chatbot's intended functions include handling expense management and leave requests, which require integration with system APIs from platforms like SAP HCM and SuccessFactors. The user interface is a customizable Workzone Advanced interface featuring push notifications.

Blockers or Challenges

The project is currently on hold because the conversation history feature is hidden pending a legal review.

2.15 Nuance 2.0

Tags: [Project] #wearables #audio #idea

- **Project Name:** Nuance 2.0
- **Status:** idea
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This concept proposes a virtual assistant to enhance the current Nuance audio glasses experience.

Details

The proposed functions for the virtual assistant include "automatic sound profile management" and higher-level tasks such as "booking appointments and interpreting data" on behalf of the user.

2.16 One Care

Tags: [Project] #ecosystem #platform #ongoing

- **Project Name:** One Care
- **Status:** in progress
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

The One Care concept aims to create a unified ecosystem across all of EssilorLuxottica's business pillars, centered on individual customer needs.

Details

The core mechanism is the "OPIS - one patient identity system," which utilizes a single credential for every touchpoint. This system will store comprehensive data, connect with clinics, and track purchase history and biometric data. The ultimate goal is to deliver a "custom experience in website u visit."

Technologies/Platforms

Associated AI components planned for this ecosystem include a "LENS AI ASSISTANT" and "AI PRESCRIPTION SCAN" capabilities.

2.17 Partnership Program

Tags: [Project] #ecp #TBD

- **Project Name:** Partnership Program
- **Status:** TBD
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This project is an "Immersive Experience" featuring advanced programs designed to meet the unique needs of Eye Care Professionals (ECPs).

Details

The experience will be personalized, dynamic, and specifically designed to empower the growth of ECPs by providing them with advanced tools, services, and expertise from EssilorLuxottica.

2.18 Prescription Scan

Tags: [Project] #TBD

- **Project Name:** Prescription Scan
- **Stakeholders:** @Eli
- **Status:** - (TBD)
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

Details for this project are not available in the source material.

2.19 Retail VTO AI assistant

Tags: [Project] #retail #vto #assistant #ongoing

- **Project Name:** Retail VTO AI assistant
- **Status:** in progress
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This project is an in-store experience that features a virtual try-on (VTO) capability displayed on a digital totem.

Details

It is specified that this totem is distinct from the "Smart Shopper" and has no touch capabilities. User interaction is initiated via a QR code, which triggers a chatbot that acts as a personalized frame advisor.

2.20 Silver Economy (Research)

Tags: [Project] #research #wearables #ongoing

- **Project Name:** Silver Economy
- **Status:** in progress
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This is a research initiative focused on a key demographic for future wearable technology.

Details

The core research question is "how to target this valuable customer base with wearables and hearing aids? (Nuance 2.0)."

2.21 Smart Shopper AI assistant

Tags: [Project] #retail #assistant #TBD

- **Project Name:** Smart Shopper AI assistant
- **Status:** TBD
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

Details for this project are not available in the source material beyond its name. Refer to the 'Smart Shopper (AI Frame Recommendation)' initiative in the Acquisitions & Partnerships section for related technology.

2.22 Smartly

Tags: [Project] #retail #operations #idea

- **Project Name:** Smartly
- **Stakeholders:** @Denise
- **Status:** idea
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

Smartly is a proposed store operations management tool designed to streamline tasks and communication between corporate and retail staff.

Details

The tool has two main components: a "central Back-Office" used by corporate staff to create and assign tasks, activities, and news, and a "read-only Front-End visualization" used by in-store personnel to view and execute their work. Future ideas for the platform include an "AI picture validation tool (@2026)" and an integrated "AI chatbot."

2.23 Stellest

Tags: [Project] #medtech #wearables #idea

- **Project Name:** Stellest
- **Status:** idea
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This project explores AI-driven opportunities for Stellest lenses, a product designed to stop the progression of myopia in children.

Details

Two key AI opportunities have been identified:

- A personalized reward system for children, where AI could generate tailored prizes based on their "eyes on the future" dreams, which are set during onboarding.
- AI-powered alerts based on data synced from smart frames, which would suggest habit-based tips rather than just reporting data.

Technologies/Platforms

The concept relies on a "smart frame gen 2" designed to track metrics that ensure the efficacy of the Stellest lenses. This includes monitoring wearing time (goal: 12h/day), time spent outdoors (goal: 2h/day), neck posture, step counts, and sleep activity. This represents an evolution from Gen 1 (requiring ECP-syncing) to Gen 2 (using a consumer app for parents).

2.24 Transition color app

Tags: [Project] #app #idea

- **Project Name:** Transition color app
- **Status:** idea
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This project is a concept for an application that uses "AI to suggest the best transition lenses color based on the frame color."

2.25 VX - 5 AI Agents for RCM / Insurance and Claims

Tags: [Project] #medtech #visionx #insurance #2026

- **Project Name:** 5 AI Agents for RCM / Insurance and Claims
- **Status:** TBC
- **Timeline:** TBD
- **Design Complete in 2025:** No
- **Last Updated:** [Insert document generation date]

Overview

This is a suite of five specialized AI agents designed to automate and optimize Revenue Cycle Management (RCM), insurance, and claims processing within the VisionX platform.

Details

The five agents and their functions are:

- **Claims Scrubbing Agent:** Automates pre-submission checks for claims, verifying coding, eligibility, and required fields.
- **Rejection Handling Agent:** Automatically triages claim rejections by category, such as eligibility, coding, or formatting errors.
- **Denial Resolution Agent:** Classifies claim denials based on the reason (e.g., medical necessity, bundling, prior authorization, duplicate claim).
- **Copay and Reimbursements Agent:** Predicts the patient's financial responsibility before their visit.
- **RCM Insights and Dashboard Agent:** Provides a unified dashboard to view trends in agent activity, the claims pipeline, and payer trends, including advanced and proactive agents and optimization.

2.26 VX - Dashboard onboarding

Tags: [Project] #medtech #visionx #ongoing

- **Project Name:** VX - Dashboard onboarding
- **Status:** in progress
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

In this project, an AI "suggests and dynamically adapts dashboard's content" to personalize the user's onboarding and ongoing experience with the VisionX dashboard.

2.27 VX - EHR Copilot

Tags: [Project] #medtech #visionx #copilot #ongoing

- **Project Name:** VX - EHR Copilot
- **Status:** in progress

- **Timeline:** Development scheduled for January
- **Last Updated:** [Insert document generation date]

Overview

The VX - EHR Copilot is an upsell for the VisionX platform that embeds AI assistant functionalities directly within the Electronic Health Record (EHR) system.

Details

The user experience begins with an initial onboarding. The dynamic chat assistant can be opened from anywhere within the platform and provides contextual suggestions based on the user's current section (e.g., providing prompts related to appointments). It also includes a feature for transcribing exams.

Blockers or Challenges

A key legal constraint is that AI cannot make diagnoses. As the source notes: "AI non può fare diagnosi quindi ti parla delle info che già ha senza dedurne altre" (AI cannot make diagnoses, so it only talks about the info it already has without deducing more).

Notes

The AI-generated summary from transcriptions is not automatically pasted into VisionX and must be copied manually by the user. A "DOC ONBOARDING VOICE TRAINING" step is also required before the transcription feature can be used.

2.28 VX - EHR patient self-tracking devices data sync

Tags: [Project] #medtech #visionx #wearables #idea

- **Project Name:** VX - EHR patient self-tracking devices data sync
- **Status:** idea
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

This project concept proposes the ability to "Sync patient data from wearables onto VisionX," integrating consumer health data into the clinical record.

2.29 VX - Patient Portal evolutive

Tags: [Project] #medtech #visionx #idea

- **Project Name:** VX - Patient Portal evolutive
- **Status:** idea
- **Timeline:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Overview

The goal of this project is to strategically "Evolve the portal to gradually get to the OneCare concept," making it a stepping stone to the broader ecosystem vision.

Dependencies and Related Projects

This project is directly linked to the "One Care" project and is part of a larger, TBD ecosystem being developed by the VisionX team.

The following section transitions from these internal development projects to the external acquisitions and partnerships that supplement and accelerate the company's AI strategy.

3.0 Strategic Acquisitions & Partnerships

This section details EssilorLuxottica's acquisitions and strategic partnerships that are central to its AI strategy. Each entry analyzes the acquired company's or partner's profile and its strategic importance to EssilorLuxottica's overarching goals in med-tech, wearables, and customer experience.

3.1 AI-Powered Content Generation (WordLift/Knowledge Graph)

Tags: [Initiative] #digital #cx #2024

- **Entity:** AI-Powered Content Generation (with WordLift/Knowledge Graph)
- **Date:** 2024-2025
- **Status:** Ongoing
- **Last Updated:** [Insert document generation date]

Profile

This initiative uses generative AI to produce SEO-optimized content at scale.

- **AI Technology:**
 - Generative AI for SEO and content at scale.
 - Large Language Model (LLM) integration with a Knowledge Graph.
 - Capable of over 1,000 content completions per minute.
 - Employs a human-in-the-loop model with human oversight for AI-generated content.
 - Includes validation rules for quality control.
 - Features a custom dashboard for managing content generation.

Strategic Context

This technology enables the creation of dynamic content experiences tailored to user interests, search intent, and context at a massive scale. The primary UX challenge is ensuring that the AI-generated content feels authentic and consistently maintains the brand's voice.

3.2 Automation & Robotics (A&R) Acquisition

Tags: [Acquisition] #manufacturing #robotics #2025

- **Entity:** Automation & Robotics (A&R)
- **Acquisition Date:** August 2025
- **Status:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Profile

A&R is a Belgian company specializing in optical metrology since 1983.

- **AI Technology:**
 - Advanced optical metrology using light as a measurement technique.
 - AI-driven quality control systems for lens production.
 - Automated systems designed for mass production environments.
 - Technology that supports the digital transformation of production processes.

Strategic Context

This acquisition provides the high-precision manufacturing capabilities required for advanced wearables like smart glasses. It ensures EssilorLuxottica can produce complex optical components at scale, supporting the development of AR displays, prescription smart glasses, and precision medical devices.

3.3 Heidelberg Engineering GmbH Acquisition

Tags: [Acquisition] #medtech #diagnostics #2024

- **Entity:** Heidelberg Engineering GmbH
- **Acquisition Date:** October 2024
- **Status:** 80% majority stake acquired
- **Last Updated:** [Insert document generation date]

Profile

Heidelberg Engineering is a German firm specializing in optical coherence tomography (OCT) with a presence in over 100 countries.

- **AI Technology:**
 - Real-time image processing and analytics.
 - Large-scale medical data analysis.
 - Digital surgical navigation systems.

Strategic Context

The acquisition brings sophisticated diagnostic imaging technology that enables the early detection of sight-threatening conditions. For UX, this creates an opportunity to design intuitive interfaces for complex medical imaging systems used by ophthalmologists, making powerful diagnostic tools more accessible.

3.4 Leonardo Learning Platform

Tags: [Initiative] #learning #platform #ongoing

- **Entity:** Leonardo Learning Platform
- **Date:** Ongoing
- **Status:** Ongoing
- **Last Updated:** [Insert document generation date]

Profile

Leonardo is a digital learning platform for eye care professionals and employees, containing over 7,000 hours of educational content in 30 languages.

- **AI Technology:**
 - Content recommendations based on user role and learning progress.
 - Integration with the latest product innovations.
 - Partnership with Harvard Business Publishing for management content.

Strategic Context

AI enables the delivery of personalized professional development at scale for the global optical industry. Key UX opportunities include creating adaptive learning paths, progress tracking dashboards, competency-based certification flows, and social learning features.

3.5 Myopia Expert 700 with Expert Myopia Care Solution

Tags: [Initiative] #medtech #myopia #ongoing

- **Entity:** Myopia Expert 700 with Expert Myopia Care Solution
- **Date:** Ongoing
- **Status:** Ongoing
- **Last Updated:** [Insert document generation date]

Profile

This is a comprehensive myopia management solution that combines a diagnostic instrument with a data analysis platform.

- **AI Technology:**
 - Optical biometer for measuring axial length.
 - Corneal topography with pupillometry.
 - Automated data collection from multiple instruments.
 - An intuitive dashboard that displays patient data against normative databases.
 - AI-assisted progression monitoring.

Strategic Context

This solution creates a data-driven myopia management ecosystem. UX opportunities include designing parent/child-friendly interfaces, gamified compliance tracking for young patients, and clear longitudinal data visualization to show treatment effectiveness over time.

3.6 Nuance Audio Glasses

Tags: [Initiative] #product #audio #wearables #2024

- **Entity:** Nuance Audio Glasses
- **Launch Date:** 2024/2025
- **Status:** Launched
- **Last Updated:** [Insert document generation date]

Profile

This is the first commercial product from EssilorLuxottica that combines vision correction and hearing assistance in a single device.

- **AI Technology:**
 - Microphone beamformer array for directional audio focus.
 - Adjustable background noise reduction.
 - Two audio modes: Frontal and All-Around.
 - Four preconfigured amplification presets.
 - A companion Nuance Audio App for iOS/Android.
 - FDA cleared and CE-marked in 2025.

Strategic Context

This product strategically reframes hearing assistance as a lifestyle product rather than a purely medical device. UX opportunities include creating seamless onboarding flows that guide users through hearing profile creation and developing context-aware mode switching.

3.7 Nuance Hearing (Israeli Startup) Acquisition

Tags: [Acquisition] #audio #wearables #2022

- **Entity:** Nuance Hearing
- **Acquisition Date:** Late 2022/Announced 2023
- **Status:** 100% acquisition
- **Last Updated:** [Insert document generation date]

Profile

Nuance Hearing was an Israeli startup developing advanced hearing assistance technology.

- **AI Technology:**
 - Invisible hearing technology integrated directly into eyeglass frames.
 - High-quality hearing assistance embedded in stylish eyewear.
 - Technology targets the 1.25 billion people with mild to moderate hearing loss.

Strategic Context

This acquisition helps remove the stigma associated with traditional hearing aids by integrating the technology into fashionable eyewear. The key UX challenge is designing for users with potentially limited technical proficiency, requiring discreet, seamless control interfaces (via apps or gestures) and personalized sound profiles.

3.8 Oakley Meta Performance AI Glasses

Tags: [Initiative] #product #wearables #sports #2025

- **Entity:** Oakley Meta Performance AI Glasses
- **Launch Date:** June 2025
- **Status:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Profile

This product is the first performance-oriented AI glasses, specifically targeting athletes and active lifestyles.

- **AI Technology:**
 - Sports tech integration with platforms like Strava and Garmin.
 - A Meta AI Fitness Agent providing real-time and historical performance metrics.
 - IP67 waterproof rating for durability.
 - Voice-activated, hands-free capture and audio controls.
 - Built on the same core AI platform as the Ray-Ban Meta glasses.

Strategic Context

This initiative extends the company's AI wearables portfolio into the sports performance and health tracking domain. UX opportunities involve designing for in-motion interactions, creating glanceable information displays, and providing real-time performance feedback that is useful during physical activity.

3.9 Optegra Clinics Acquisition

Tags: [Acquisition] #medtech #clinics #2025

- **Entity:** Optegra Clinics
- **Acquisition Date:** May 2025
- **Status:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Profile

Optegra is an integrated ophthalmology platform with over 70 eye hospitals and diagnostic facilities across 5 European markets (UK, Czech Republic, Poland, Slovakia, Netherlands).

- **AI Technology:**
 - AI support for pre-operative and post-operative stages of surgeries like cataract, laser eye, etc.
 - An AI-driven assistant for streamlining cataract referrals and assessments.

Strategic Context

This acquisition enables the creation of a completely digitally-enabled patient journey, from initial diagnosis through surgical intervention. UX opportunities lie in designing end-to-end patient

experiences that integrate AI-assisted clinical workflows, automated scheduling, personalized treatment recommendations, and remote post-operative monitoring.

3.10 Oracle RPAS (Retail Predictive Application Server)

Tags: [Initiative] #operations #supply-chain #ongoing

- **Entity:** Oracle RPAS (Retail Predictive Application Server)
- **Date:** Ongoing Implementation
- **Status:** Ongoing
- **Last Updated:** [Insert document generation date]

Profile

This initiative involves the implementation of Oracle's predictive analytics platform for supply chain management.

- **AI Technology:**
 - Machine learning algorithms for demand forecasting.
 - Predictive analytics for inventory management.
 - Price optimization algorithms.

Strategic Context

AI-powered supply chain optimization enables better product availability, faster delivery times, and personalized inventory management. From a UX perspective, this supports omnichannel retail experiences where products are consistently available when and where customers expect them.

3.11 PUcore Optical Division Acquisition

Tags: [Acquisition] #r&d #materials #2025

- **Entity:** PUcore Optical Division
- **Acquisition Date:** July 2025
- **Status:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Profile

This is the acquisition of a South Korean company's optical materials division.

- **Technology:**
 - High-index monomer development and manufacturing.
 - An R&D unit, a production facility, and an intellectual property portfolio.
 - Technology that enables the creation of thinner, lighter lenses.

Strategic Context

This upstream acquisition ensures EssilorLuxottica can create the advanced materials needed for future smart glasses and AR displays. AI is likely used in formulation optimization and quality control processes to develop these critical components. This acquisition directly feeds the research

and development pipeline of the **Smart Eyewear Lab with Politecnico di Milano**, providing the advanced materials necessary to prototype their foundational technologies.

3.12 Pulse Audition (French AI Startup) Acquisition

Tags: [Acquisition] #audio #wearables #2025

- **Entity:** Pulse Audition
- **Acquisition Date:** January 2025
- **Status:** [Not specified in source]
- **Last Updated:** [Insert document generation date]

Profile

Pulse Audition was a French startup specializing in AI-based audio enhancement.

- **AI Technology:**
 - AI-based noise reduction algorithms.
 - Voice enhancement through selective audio filtering.
 - Uses the wearer's head movements to target and enhance specific voices in a conversation.
 - Embedded AI and audio signal processing.

Strategic Context

This acquisition provides advanced, AI-driven audio processing that can learn and adapt to user behavior. UX opportunities include creating intuitive controls for different listening modes, providing visual feedback on the AI's processing status, and offering deep personalization.

3.13 Ray-Ban Meta Smart Glasses Partnership

Tags: [Partnership] #wearables #meta #2019

- **Entity:** Ray-Ban Meta Smart Glasses Partnership
- **Date:** Ongoing since 2019, Strengthened 2025
- **Status:** Ongoing
- **Last Updated:** [Insert document generation date]

Profile

This is a long-term partnership with Meta, which was strengthened in 2025 when Meta acquired an approximately 3% stake (~€3 billion) in EssilorLuxottica. Sales reached 2 million units by early 2025, with production scaling to 10 million units annually by the end of 2026.

- **AI Technology:**
 - Meta AI voice assistant.
 - Computer vision for identifying landmarks, objects, and more.
 - Real-time language translation.
 - Voice-activated memory functions.
 - 12MP ultrawide camera with AI-powered photo and video capture.
 - Built on the Qualcomm AR1 Gen 1 platform.

Strategic Context

This partnership establishes a strong position in the "ambient computing" category, where technology fades into the background. The product represents a strategic shift away from screen-based interaction toward voice-first, gaze-based, and context-aware user experiences.

3.14 RetinAI (Ikerian AG) Acquisition

Tags: [Acquisition] #medtech #diagnostics #2025

- **Entity:** RetinAI (Ikerian AG)
- **Acquisition Date:** October 2025
- **Status:** Acquired
- **Last Updated:** [Insert document generation date]

Profile

RetinAI is a Swiss health technology company that develops AI solutions for ophthalmology.

- **AI Technology:**
 - Machine learning and computer vision algorithms for retinal image analysis.
 - The flagship platform, RetinAI Discovery, is FDA 510(k) cleared and CE-marked.
 - Processes large-scale retinal images and biomarker datasets.
 - Supports the diagnosis and monitoring of conditions like AMD, Glaucoma, and Diabetic retinopathy.

Strategic Context

This acquisition transforms clinical data into actionable insights, enabling faster and more accurate diagnoses. The key UX opportunity is to create interfaces that bridge complex AI-driven medical analytics with physician workflows, enabling predictive diagnostics and disease progression monitoring.

3.15 Smart Eyewear Lab with Politecnico di Milano

Tags: [Partnership] #research #wearables #2022

- **Entity:** Smart Eyewear Lab with Politecnico di Milano
- **Date:** Established 2022
- **Status:** 5-year joint research center
- **Last Updated:** [Insert document generation date]

Profile

This is a 5-year joint research center established with a €50+ million investment, involving over 100 researchers and scientists.

- **AI Research Areas:**
 - Eye-tracking.
 - Camera and sensor integration.
 - Optical integration for displays.

- Combining digital technologies with bioengineering, physics, and AI.

Strategic Context

This lab is developing the foundational technologies for the next generation of smart glasses. This represents a strategic move towards gaze-based navigation, intention prediction, and context-aware interfaces that respond to user focus without explicit commands.

3.16 Smart Shopper (AI Frame Recommendation)

Tags: [Initiative] #retail #cx #2023

- **Entity:** Smart Shopper (AI Frame Recommendation)
- **Launch Date:** 2023
- **Status:** Launched
- **Last Updated:** [Insert document generation date]

Profile

Smart Shopper is an in-practice digital catalog that provides AI-powered frame recommendations.

- **AI Technology:**
 - AI-based detection of facial features (e.g., face shape, eye color).
 - Analysis of consumer preferences.
 - Generation of personalized frame recommendations.
 - Real-time 3D product visualization.

Strategic Context

AI makes the frame selection process faster and more accurate, which improves conversion rates and customer satisfaction. UX opportunities include developing conversational recommendation flows and visual search interfaces.

3.17 Varilux Physio Extensee (AI Pupilizer Technology)

Tags: [Initiative] #product #lens-tech #2025

- **Entity:** Varilux Physio Extensee (AI Pupilizer Technology)
- **Launch Date:** 2025
- **Status:** Launched
- **Last Updated:** [Insert document generation date]

Profile

This is a progressive lens that uses AI to deliver improved contrast and sharpness in all lighting conditions.

- **AI Technology:**
 - AI Twinning technology with dynamic pupil modeling.
 - Pupilizer lens technology that refines corrective surfaces.
 - Achieves 0.01D precision in lens corrections.
 - Accounts for high-order aberrations caused by pupil size changes.

Strategic Context

AI enables the creation of lenses that automatically adapt to real-world lighting conditions. UX opportunities include patient education tools that show before-and-after simulations and interactive simulators that demonstrate performance in different light conditions.

3.18 Varilux XR Series (Behavioral AI)

Tags: [Initiative] #product #lens-tech #2023

- **Entity:** Varilux XR Series (Behavioral AI)
- **Launch Date:** 2023
- **Status:** Launched
- **Last Updated:** [Insert document generation date]

Profile

The ninth generation of Varilux progressive lenses, this is described as the "first eye-responsive varifocal lens powered by behavioral AI."

- **AI Technology:**
 - Behavioral AI trained on over 1 million data points.
 - Digital twin technology to simulate wearers in various environments.
 - XR-motion technology for binocular vision optimization.
 - Predicts visual behavior profiles to optimize lens design.
 - AI twinning for dynamic pupil modeling.

Strategic Context

This technology enables hyper-personalized lens design at scale. Related UX opportunities include creating data visualization tools that help optometrists explain AI-driven recommendations and developing interactive configurators for patients.

3.19 Virtual Mirror with AI Enhancements

Tags: [Initiative] #vto #cx #ongoing

- **Entity:** Virtual Mirror with AI Enhancements
- **Date:** Ongoing Evolution
- **Status:** Ongoing
- **Last Updated:** [Insert document generation date]

Profile

This is a high-quality virtual try-on (VTO) experience enhanced with AI capabilities.

- **AI Technology:**
 - Facial recognition for accurate frame placement.
 - Automatic removal of a user's existing eyewear in the virtual view.
 - Simulation of Transitions lenses.
 - Generation of 3D, high-quality, real-time renders.

Strategic Context

This technology reduces friction in the online purchasing journey and enables customers to experiment with an "endless aisle" in-store without the constraints of physical inventory.

3.20 Vision-R 800 Phoropter (AI-Powered Refraction)

Tags: [Initiative] #product #medtech #ongoing

- **Entity:** Vision-R 800 Phoropter (AI-Powered Refraction)
- **Date:** Ongoing
- **Status:** Ongoing
- **Last Updated:** [Insert document generation date]

Profile

This is an automated phoropter that features AI-assisted refraction procedures.

- **AI Technology:**
 - A patented optical module with 0.01D measurement precision.
 - SMART algorithms that assist with refraction procedures.
 - Continuous and instantaneous changes of sphere, cylinder, and axis during measurement.

Strategic Context

This product makes precision refraction more accessible to a wider range of practitioners. UX opportunities include creating guided workflows to help optometrists through AI-assisted measurements and designing patient-facing displays that explain the measurement process.

3.21 Visioffice X+ (AI-Powered Digital Fitting)

Tags: [Initiative] #product #retail #2025

- **Entity:** Visioffice X+ (AI-Powered Digital Fitting)
- **Launch Date:** 2025
- **Status:** Launched
- **Last Updated:** [Insert document generation date]

Profile

This is the first AI-powered digital column designed for taking precise fitting measurements.

- **AI Technology:**
 - An AI-powered measurement system.
 - Measures the eye's rotation center.
 - Enables hyper-personalized lens recommendations.
 - Automated data capture to reduce manual error.

Strategic Context

AI automates complex fitting procedures, reducing practitioner training requirements while simultaneously improving accuracy. The UX goal is to design "invisible" AI that enhances the practitioner's expertise and streamlines the customer experience.

The following sections provide reference materials to help navigate and interpret the contents of this knowledge base.

4.0 Index / Directory

This section provides quick-access directories to all cataloged projects, acquisitions, and partnerships, designed for both human users and AI agents to locate specific entries efficiently.

Projects (Alphabetical)

- AI Scribe / Co-Pilot Lite (VisionX)
- AI Scribe Expansion (Chatbot for VisionX)
- AI Scribe Expansion (Read/write to patient record)
- Alwear
- AllAboutVision
- Contact Lenses Box Scanning
- eCom 2.0
- FD AI Assistant (Freddy)
- KronikIsAI
- LC AI Assistant
- LC Dr. Tips
- Leonardo AI
- Meta AI Glasses (Research)
- MyPersonalDesk Copilot
- Nuance 2.0
- One Care
- Partnership Program
- Prescription Scan
- Retail VTO AI assistant
- Silver Economy (Research)
- Smart Shopper AI assistant
- Smartly
- Stellest
- Transition color app
- VX - 5 AI Agents for RCM / Insurance and Claims
- VX - Dashboard onboarding
- VX - EHR Copilot
- VX - EHR patient self-tracking devices data sync
- VX - Patient Portal evolutive

Acquisitions & Partnerships (Alphabetical)

- AI-Powered Content Generation (WordLift/Knowledge Graph)
- Automation & Robotics (A&R) Acquisition

- Heidelberg Engineering GmbH Acquisition
- Leonardo Learning Platform
- Myopia Expert 700 with Expert Myopia Care Solution
- Nuance Audio Glasses
- Nuance Hearing (Israeli Startup) Acquisition
- Oakley Meta Performance AI Glasses
- Optegra Clinics Acquisition
- Oracle RPAS (Retail Predictive Application Server)
- PUcore Optical Division Acquisition
- Pulse Audition (French AI Startup) Acquisition
- Ray-Ban Meta Smart Glasses Partnership
- RetinAI (Ikerian AG) Acquisition
- Smart Eyewear Lab with Politecnico di Milano
- Smart Shopper (AI Frame Recommendation)
- Varilux Physio Extensee (AI Pupilizer Technology)
- Varilux XR Series (Behavioral AI)
- Virtual Mirror with AI Enhancements
- Vision-R 800 Phoropter (AI-Powered Refraction)
- Visioffice X+ (AI-Powered Digital Fitting)

Categorical Grouping

- **Med-Tech**
 - AI Scribe / Co-Pilot Lite (VisionX)
 - AI Scribe Expansion (Chatbot for VisionX)
 - AI Scribe Expansion (Read/write to patient record)
 - Heidelberg Engineering GmbH Acquisition
 - KronikIsAI
 - Myopia Expert 700 with Expert Myopia Care Solution
 - One Care
 - Optegra Clinics Acquisition
 - RetinAI (Ikerian AG) Acquisition
 - Stellest
 - Vision-R 800 Phoropter (AI-Powered Refraction)
 - VX - 5 AI Agents for RCM / Insurance and Claims
 - VX - Dashboard onboarding
 - VX - EHR Copilot
 - VX - EHR patient self-tracking devices data sync
 - VX - Patient Portal evolutive
- **Wearables**
 - Alwear
 - Meta AI Glasses (Research)
 - Nuance 2.0
 - Nuance Audio Glasses
 - Oakley Meta Performance AI Glasses
 - Ray-Ban Meta Smart Glasses Partnership
 - Silver Economy (Research)
 - Smart Eyewear Lab with Politecnico di Milano
 - Stellest
 - VX - EHR patient self-tracking devices data sync

- **CX / Digital (Customer Experience)**
 - AI-Powered Content Generation (WordLift/Knowledge Graph)
 - AllAboutVision
 - FD AI Assistant (Freddy)
 - LC AI Assistant
 - LC Dr. Tips
 - Leonardo Learning Platform
 - Partnership Program
 - Retail VTO AI assistant
 - Smart Shopper (AI Frame Recommendation)
 - Virtual Mirror with AI Enhancements
 - Visiooffice X+ (AI-Powered Digital Fitting)
- **Operations**
 - Automation & Robotics (A&R) Acquisition
 - MyPersonalDesk Copilot
 - Oracle RPAS (Retail Predictive Application Server)
 - Smartly
- **Lens Tech**
 - Varilux Physio Extensee (AI Pupilizer Technology)
 - Varilux XR Series (Behavioral AI)
- **Audio**
 - Nuance 2.0
 - Nuance Audio Glasses
 - Nuance Hearing (Israeli Startup) Acquisition
 - Pulse Audition (French AI Startup) Acquisition
- **R&D (Research & Development)**
 - PUcore Optical Division Acquisition
 - Smart Eyewear Lab with Politecnico di Milano
- **Research**
 - eCom 2.0
 - Meta AI Glasses (Research)
 - Silver Economy (Research)

5.0 Glossary

This glossary defines key EssilorLuxottica-specific terms, acronyms, and technical concepts found throughout the knowledge base to ensure clarity and consistent interpretation by the AI agent.

Term/Acronym	Definition
Alwear	A new EssilorLuxottica branding initiative for its portfolio of smart wearables and associated retail experiences.

CoE	Center of Excellence. Refers to the internal AI CoE responsible for strategic alignment of AI projects.
ECP	Eye Care Professional. A term for optometrists, ophthalmologists, and other vision care providers.
EHR	Electronic Health Record. A digital version of a patient's paper chart.
LLM	Large Language Model. A type of artificial intelligence algorithm that uses deep learning techniques and massive data sets to understand, summarize, generate, and predict new content.
Med-Tech	Medical Technology. Refers to the strategic domain of using technology for healthcare, diagnostics, and clinical applications.
OPIS	One Patient Identity System. The proposed single-credential system for the "One Care" ecosystem.
RAG	Retrieval-Augmented Generation. An AI technique that combines a large language model with an external knowledge base to generate more accurate and contextual responses.
RCM	Revenue Cycle Management. The process of managing claims processing, payment, and revenue generation in healthcare.
VTO	Virtual Try-On. Technology that allows users to see what eyewear looks like on them digitally.
VX	VisionX. EssilorLuxottica's comprehensive med-tech software platform, including EHR and practice management solutions.

6.0 Quick Reference for AI Agent

This section provides a meta-summary of the document's structure and content fields to optimize your parsing, querying, and information retrieval processes.

Standard Data Fields

- **For [Project] Entries:**
 - Project Header (Name, Status, Timeline, Last Updated, Stakeholders)
 - Overview
 - Details
 - Technologies/Platforms
 - Dependencies and Related Projects
 - Blockers or Challenges
 - Notes
- **For [Acquisition] and [Partnership] Entries:**
 - Header (Entity, Date, Status, Last Updated)
 - Profile (including AI Technology)
 - Strategic Context (including UX Opportunity)

How to Identify Related Items

To build connections between entries, use the following methods:

- Reference the **Dependencies and Related Projects** field for explicitly stated links.
- Cross-reference entities that share the same name (e.g., "Smart Shopper") across both the Project (Section 2.0) and Initiative (Section 3.0) sections.
- Use the metadata tags (e.g., **#visionx**, **#wearables**, **#medtech**) to find all items within the same strategic category or product family.
- The categorical groupings in Section 4.0 provide a pre-compiled list of related items.

Common Query Examples

- "What is the status of the Alwear project?"
- "List all ongoing projects related to VisionX."
- "What was the strategic rationale for acquiring RetinAI?"
- "Which projects have a TBD status?"
- "Find all initiatives launched in 2023."
- "What are the known blockers for the MyPersonalDesk Copilot project?"
- "Summarize the AI technology used in the Varilux XR Series."