

# Briot

## Over 70 Years of Cutting Edge Innovation

“Briot has led the edger industry over the years with the most advanced technological innovations. Whether it was the first to groove and safety bevel, the first to drill, or the first to achieve ease of use, it was Briot. Our customers bring a higher level of service to their patients. With that comes the responsibility of having the latest technology available for them to pass along a higher quality and faster turnaround to their patients. Briot has filled the role as industry leader well in the past and we look forward to continuing that role for many years to come.”

—Bret Davis, President, Briot USA

Briot has been on the cutting edge of innovation in lens finishing technology for over 70 years. The company was founded in 1934 by Joseph Briot in France, the site of its international headquarters. Today, Briot is recognized as a global leader in the design and manufacture of edging equipment used by eyecare professionals and optical labs worldwide. Briot products are sold in more than 60 countries around the globe. Headquartered in Cumming, Georgia, Briot USA sells equipment directly as the manufacturer without using a third party distributor.

State-of-the-art edging equipment is essential when eye care professionals want to improve the service they offer and the quality of the eyewear delivered to the customer. Service includes not only the delivery lead-time but also the ability to offer a wide choice of frames and the latest lens technologies. Patients are sensitive to the quality of the products including the finish and assembly of lenses and frames, as they will have this product for several years. For these reasons, our customers look for many different qualities in our equipment. Our customers need to be able to edge any kind of shape and lens. We ensure our equipment offers quality, accuracy (for all lenses and for any

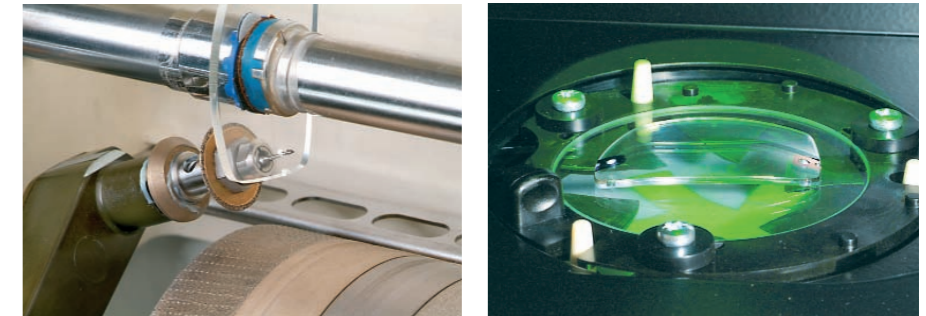
kind of frame design), and ease of use regardless of the type of frame and lenses. It must be possible to reach the same level of quality no matter who is operating the edger.

Our top-of-the-line edger, the Briot Alta, is more than a new generation system – it is a complete revelation. Entirely automatic, it includes 5D tracing, automatic centering of virtually all lenses, edging with safety beveling, grooving and drilling at an angle. Briot has a long history of patented innovations including development of the first patternless edger, the intelligent blocker and automatic drilling. The most recent developments were focused on improving the functions (such as achieving more accurate finishing) in order to produce ready to fit edged lenses with the highest quality standards.

With over 20 unique patented features, the generation Alta is becoming well known for its complete range of functions, eliminating the need to subcontract difficult finishing work. The Alta is easy-to-use, thanks to its logical interface PROS system - automatically acquiring shape, axis and holes on demo lens. The new “Shape Designer” function

enables the operator to create a new shape from an existing one in order to customize it. Furthermore, assembling lenses in a base 9 grooved, sharp angle or drilled frame is simple and precise. The drilling unit works at any angle from 0 to 30 degrees; the groove is angled automatically according to the curvature and the thickness of the lens. The mounting of the lenses in the frame is achieved without frame shape distortion or stress.

In the near future, our R&D efforts are dependent upon new innovations in lenses and frames. We study the market in order to keep up with any new technical and fashion trends. For example, the Alta can be used with the high curved frames such as sports frames (9 Base). Another area currently being researched is performing maintenance on equipment remotely via telephone line in order to reduce overall service costs. With many competitive advancements arriving in the way of new lens and frame technologies, Briot is ready to answer these challenges with innovative products that will continue to bring high quality and service to its customers and their patients.



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| <b>1934</b><br>Joseph Briot founded his company in Normandy, France. The new company specialized in lens edging equipment designed to meet the needs of opticians. | <b>1950's</b><br>The company developed a reputation for precision and reliability | <b>1965</b><br>Briot introduces the first semi-automatic edging process with the launch of the B2000 edger. | <b>1974</b><br>Briot invents the frame copying process with the Rex 2000. | <b>1987</b><br>Briot invents the first automatic patternless edger: The Briot Scanform 5000S | <b>1992</b><br>The Briot 512i Scanform 2 edger features the latest advancements in patternless edging technology | <b>1996</b><br>Briot introduces the first all-in-one patternless edger: The Briot Accura | <b>1999</b><br>Briot introduces Sylab network featuring remote tracing | <b>2001</b><br>Briot develops the first generation of intelligent blocker: the Axcell | <b>2003</b><br>Briot launches the first edger with integrated automatic drilling | <b>2006</b><br>Briot introduces the latest generation automatic edging and drilling system: the Alta |
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