



Luneau Technology Rebrands Entire Portfolio of Eyecare Instruments and Solutions as Visionix

(PARIS, March 21, 2022) -- Luneau Technology, a house of eye health and medtech brands, has completed an extensive rebranding effort to respond to its recent accelerated growth and renew its corporate vision. The company will change its name to Visionix, which continues the legacy of its multimodal platform, and adopt a new visual identity. The changes go live March 31.

"We have grown our business significantly over the past several years, and our new brand strategy represents a natural evolution of that transformation," said Dr. Marc Abitbol, CEO and President of Visionix. "Today, Visionix offers an integrated range of multimodal products serving primary eye care professionals. Our ambition is to be a world-class leader and the first choice for helping providers simplify their patients' access to visual health."

As a unified brand, Visionix will produce and provide diagnostic, OCT, refraction and finishing solutions that offer improved reliability, functionality and accuracy. It will continue to leverage technologies such as automation, miniaturization, AI and deep learning to help opticians, optometrists and ophthalmologists meet increasing demand for more affordable eye care without compromising quality and professionalism.

The rebrand also allows Visionix to improve its visibility and awareness worldwide and includes a new logo, which evokes upward movement to convey innovation, inspiration and speed, and is rendered in orange and blue to convey the company's service to the medical field.

Additionally, Visionix will launch a [new website](#) that offers its customers a more personalized experience and an exclusive resource center featuring content produced by industry experts.

"Our new identity is innovative, modern and professional—words we use to describe not only our image but also the solutions we provide to our customers who want to expand their business," said Dr. Abitbol.

About Visionix: Headquartered in France, Visionix is a world-class player in visual healthcare. The company develops, manufactures and markets ophthalmic equipment from refraction and multimodal diagnostic to finishing equipment. The Visionix brand comprises the formerly individual brands Luneau, Briot (finishing), Weco (finishing), Visionix (diagnosis and refraction), Next Sight (fundus camera and telehealth solutions) and Optovue (high-speed OCT and OCTA technology). Read more at <http://www.visionix.com>.

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