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Category: Lenses

See clearly – live fully

B.I.G. EXACT™ Sensitive spectacle lenses for every age, every lifestage and every lifestyle

Munich, January 2026 –With B.I.G. EXACT™ Sensitive, Rodenstock provides the world's first spectacle lenses optimised for individual visual sensitivity and biometry. Now Rodenstock offers the full portfolio of these innovative lenses –for every age, every lifestage and every lifestyle.

As part of its B.I.G. VISION™ FOR ALL philosophy, the mission of Rodenstock is to provide better vision to all spectacle wearers. Rodenstock recognises that every person and every eye is unique and different which is why at Rodenstock each individual lens is created from thousands of datapoints and multiple parameters to produce customised, biometric lenses for each individual eye.

The researchers at Rodenstock went even further to address uniqueness, going beyond the eye to the brain to address individual visual sensitivity. The result is the creation of lenses that integrate advanced algorithms based on each customer's exact biometric eye data to match their unique visual perception: B.I.G. EXACT™ Sensitive - the first and only lens to combine the eyes' precise biometry with how the brain perceives visual information.

Feel like no other

B.I.G. EXACT™ Sensitive lenses adapt to the wearer, not the other way around. These lenses are designed to feel right from the moment the spectacle wearer puts them on, so they enjoy just effortless clarity everywhere they look. They offer a natural, harmonious visual experience with high first-fit success, letting the spectacle wearer rediscover life in every detail: sharp, natural, and effortless.

Made like no other

Most lenses on the market are still based on a standard eye model, but every customer's vision is unique and so is their entire visual system. B.I.G. EXACT™ Sensitive are the first and only lenses that integrate advanced algorithms based on the spectacle wearer's exact biometric eye data to match their unique visual perception. Each lens is engineered from more than 7,000 biometric data points and over 80 parameters, captured with Rodenstock's groundbreaking DNEye® Technology. The result is an exact biometric model, the precise foundation for every B.I.G. EXACT™ Sensitive lens.

Exclusively for you

B.I.G. EXACT™ Sensitive lenses are as unique as a fingerprint. Each lens is crafted from the customer's individual biometric data points and visual sensitivity profile, creating a solution that goes far beyond the standard eye model. The result is vision that feels natural, effortless, and completely individual. With B.I.G. EXACT™ Sensitive, Rodenstock offers lenses that go far beyond the standard eye model. Each pair is crafted to match the customer's exact biometric data and to support their entire visual system, ensuring a level of precision that is in a class of its own.

Unique as each spectacle wearer

Rodenstock now provides these innovative lenses across the full portfolio –for every age, every lifestage and every lifestyle. B.I.G. EXACT™ Sensitive are now available as single vision (Mono) lenses, offering sharp, natural vision for near or distance vision and as single vision plus (Mono+) lenses which have an additional near vision reading support for digital lifestyles. They are also available as near vision (Ergo) lenses which are an ideal second glasses for the office for near and intermediate distance indoor tasks up to 2,5m. They are also offered as progressive lenses, providing seamless transitions between near, intermediate and far vision, with wide perceived field of view. These lenses ensure quick adaptation and reduced glare for improved vision at dusk and during the night. Each are available in three premium lens design variants.

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A better match with B.I.G. EXACT Sensitive™

With B.I.G. EXACT™ Sensitive Rodenstock elevates biometric individualisation to the next level. The findings of an internal comparison confirmed that the B.I.G. EXACT™ Sensitive lenses offer improved visual performance: B.I.G. EXACT™ Sensitive lenses provide up to 42%* more aberration-free zones.

Big benefits for the spectacle wearer and the optician

Rodenstock collaborated with the University of Applied Science in Munich to study and test the lenses in an external wearer trial. With B.I.G. EXACT™ Sensitive Rodenstock defines another benchmark with the following advantages:

On average, wearers experienced notable improvements such as 28%** improved comfort in near-to-intermediate ranges, supporting and improving reading. The participants stated 24%** better transitions between distances and reported 35%** improved orientation from far to near and from central to peripheral vision. 83%** of the spectacle wearers in the study preferred the new design that considers their sensitivity**.

With these convincing arguments and facts, opticians can explain the advantages of B.I.G. EXACT™ Sensitive to their customers in an easy and understandable way. Opticians can provide spectacle wearers with sharp, natural vision that feels effortless and unmistakably theirs and can differentiate their practice with a solution only Rodenstock can deliver. This gives them a unique selling point as an expert in biometric lenses and sets them apart from the competition.

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* Applies to the high sensitivity profile. Based on an internal comparison of the design of B.I.G. EXACT™ Sensitive lenses with B.I.G. EXACT™ lenses with a similar prescription.

** Results of an external wearer trial (n=47) conducted with the University of Applied Science in Munich, June 2024

About Rodenstock:

The Rodenstock Group is a worldwide leading manufacturer of high-quality ophthalmic lenses. With the philosophy "B.I.G. VISION™ FOR ALL" the lens manufacturer stands for a paradigm shift in individualised lenses. The company, which was founded in 1877 with its headquarters in Munich, Germany, employs around 4,100 people worldwide and is represented with sales offices and distribution partners in more than 85 countries. Rodenstock is operating with 5 central production plants to secure global supply.

For more information, visit www.rodenstock.com/press.

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