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Rodenstock's success story continues

B.I.G. EXACT™ Sensitive wins further awards

Munich, April 2026 –With the prestigious TOP OPTA Award (Czech Republic) in the 'Quality Vision for All Generations' category and the Belgoptic Award (Belgium) in the Business category for 'Innovation of the Year', Rodenstock is receiving an unprecedented level of acclaim for its innovative B.I.G. EXACT™ Sensitive lens technology. Having already been honoured last year with four international prizes –the German Innovation Award (Germany), the Silmo d'Or (France), the Gold Medal from Grupa MTP (Poland) and the Optician Lens Awards (UK) –the success story of B.I.G. EXACT™ Sensitive continues into 2026.

Innovation is at the core of Rodenstock's mission to redefine vision care. With the introduction of B.I.G. EXACT™ Sensitive, the company is once again raising the bar in the individualisation of spectacle lenses, delivering a more natural and relaxed visual experience tailored to each wearer.

Unlike conventional lenses designed for an "average" eye, B.I.G. EXACT™ Sensitive lenses are developed using precise biometric data unique to every individual. Powered by the advanced DNEye® Scanner and the use of advanced AI, Rodenstock captures both the anatomical characteristics of each eye and the wearer's personal visual sensitivity. This data is directly integrated into the lens manufacturing process, resulting in highly personalised lenses.

The outcome is a significantly enhanced visual experience. Wearers benefit from smoother, more dynamic vision, improved reading flow, and better spatial orientation in everyday situations. By taking visual sensitivity into account, vision becomes not only sharper, but also more comfortable and intuitive.

"We are very proud to have received so many prestigious awards from numerous European countries, which recognise our innovative strength," said Catherine Stahl, Executive Vice President Marketing &Strategy at Rodenstock. "This confirms once again that our outstanding technology is at the forefront of the industry. Most lenses are made for the average eye —but eyes are anything but average. B.I.G. EXACT™ Sensitive lenses are as unique as a fingerprint. Crafted from each wearer's individual biometric data and visual sensitivity profile, they deliver vision that feels natural and completely their own. These awards inspire us to continue pursuing our vision of providing everyone with the best possible vision in the future."

With B.I.G. EXACT™ Sensitive, Rodenstock reinforces its commitment to innovation and to delivering truly individualised vision solutions that meet the evolving needs of spectacle wearers worldwide.

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.

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