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Category: Lenses

Rodenstock wins Silmo d'Or with B.I.G. EXACT™ Sensitive

The world’s first spectacle lenses optimised for individual visual sensitivity and biometry convince in VISION category

Munich, September 2025 –The Silmo d'Or, which honors outstanding products and innovations from manufacturers and brands around the world since 1994, has been presented on the occasion of the SILMO optical trade fair in Paris (September 26-29, 2025). The coveted Silmo d`Or awards the most innovative and creative new products in the industry in each of the 12 professional categories, reflecting expertise in product excellence.

At the Silmo d'Or Gala Night on September 27, 2025, a jury of international industry experts selected one winner in each of the 12 categories from the 75 nominations. Rodenstock won the Silmo d'Or in the VISON category with its biometric B.I.G. EXACT™ Sensitive lenses.

B.I.G. EXACT™ Sensitive lenses win in VISION category

With B.I.G. VISION™, Rodenstock developed a new generation of individualized lenses based on the individual biometric eye model. The lenses are adapted to the individual biometry of every eye through precise measurements from the DNEye® Scanner. Now, Rodenstock has taken biometric individualization even further and takes into consideration that each person has a unique visual sensitivity. It describes how strongly a person’s visual perception reacts to disruptions in their vision field. Rodenstock can use this knowledge to tailor lenses specifically for a person’s visual sensitivity.

With B.I.G. EXACT™ Sensitive –the world’s first spectacle lenses optimised for individual visual sensitivity and biometry –Rodenstock elevates biometric individualization to the next level and offers unparalleled advantages for spectacle wearers: better reading flow, improved vision flow and better visual orientation.

“We are thrilled to share that we've won the Silmo d’Or 2025 award in the "Vision" category for our B.I.G. EXACT™ Sensitive lenses –the world’s first spectacle lenses optimised for individual visual sensitivity and biometry. This prestigious award recognises true innovation in the optical industry and the engagement of local teams in bringing a strong differentiation to our optician partners”, says Alexandre Bouin, General Manager Rodenstock France.

“Winning in an exceptional competitive environment affirms our ongoing commitment to pushing the boundaries of lens innovation. At Rodenstock, we are commited to shape the future”, adds Dr Dietmar Uttenweiler, Executive Vice President Reseach &Development and Innovation.

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 individual progressive 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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