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Vision Expo West 2023 Concludes Successful Show In Las Vegas

Alexandria, VA – October 3, 2023 – Vision Expo West 2023 concluded on Saturday, September 30, following four days of new product discovery, innovative discussions, accredited education sessions, networking events and business meetings. Held at The Venetian Convention Center & Expo in Las Vegas, Nevada from Sept. 27-30, Vision Expo West convened eyecare professionals, buyers, students and sellers representing all facets of the optical and vision care industry.

Vision Expo West attendees fed off the buzzing Las Vegas energy during a week of debuts, grand openings, and exclusive events. The Sphere, Las Vegas's newest concert venue opened on Friday night, and with a highly anticipated performance by U2 – their first live show since 2019.

Attendees of Vision Expo West 2023 witnessed a flurry of announcements from industry leaders that set the stage for exciting advancements in the eyecare field. **Technological breakthroughs, celebrity appearances, and dazzling product launches** were dispersed across the show's programming, all of which are poised to reshape the industry landscape.

Features from Vision Expo West 2023

- **Zenni Optical** revealed a partnership with **Meta** to supply custom-built **VR Prescription Lenses**, part of the "Made for Meta" accessories collection for the Meta Quest 3. These breakthrough lenses make VR accessible to those who wear corrective eyewear.
- **Ray-Ban** unveiled the next generation of smart glasses, in collaboration with **Meta Connect**, featuring new capabilities including photo and video perspective recording.
- **Safilo** unveiled their highly anticipated collaboration with Amazon, the **Carrera Smart Glasses with Alexa** that combine high-end fashion with artificial intelligence.
- **EssilorLuxottica's** booth featured appearances by Formula 1 Racecar Driver **Sébastien Bourdais** and WNBA champion **Diamond DeShields**.
- **Lumenis** hosted actress and singer **Candice King** in their booth for an exclusive meet-and-greet.
- **Liqxtal Technologies** unveiled the new, patented **Liqxtal Graph Display Glasses**, which display colored digital content on their lenses without obstructing users' vision.

Programmatic Highlights from Vision Expo West 2023

- The launch of **EYEnovate**, a compelling content series highlighting groundbreaking technological innovations in the optical field. Featuring 15-minute talks by eight emerging optical leaders, this series showcased the latest breakthroughs in areas such as

automation, artificial intelligence, pharmaceuticals, diagnostics, VR/AR and other cutting-edge technologies.

- The first ever **EYEnovate Ocular Horizons Award** was awarded to **InflammX** for its novel therapeutic approach for treating retinal diseases with an orally administered tablet capable of treating both eyes simultaneously.
- The Innovation Stage hosted panels featuring the industry's most buzz-worthy topics, including a discussion about **ChatGPT** and the potential benefits and drawbacks of incorporating AI into your workflow.
- An expanded **Career Zone** returned to Vision Expo with valuable resources and networking opportunities for young professionals across the eyecare industry.
- **OptiCon @ Vision Expo** offered an unmatched education program and Exhibit Hall experience for opticians, contact lens professionals, allied ophthalmic professionals, optical assistants and office managers, frame buyers and lab technicians, and the OptiCon General Session featured a conversation with Rebecca Alexander, LCSW-R, MPH, who shared her inspiring story about losing both her vision and hearing due to Usher Syndrome (type 3).

"It was amazing to see the vision care industry come together in Las Vegas last week for an action-packed Show featuring over 400 companies across distinct neighborhoods, engaging programming at the Innovation Stage, cutting-edge continuing education and unforgettable exhibitions," said **Fran Pennella, Vice President, Visio Expo, at RX**, co-organizer of Vision Expo. "This year was especially spectacular – it truly felt like the industry was finally back after a few long and challenging years, illustrated by the largest Show attendance since 2019."

In addition to unparalleled access to the latest fashions, trends and technological advances of the optical industry, Vision Expo West also provided members of the ophthalmic community with limitless networking opportunities.

"Exhibitors, industry leaders and attendees hosted numerous parties, special events and networking sessions throughout the Show," said **Mitchell Barkley, Vice President, Trade Shows & Meetings, The Vision Council**. "The energy and engagement across the eyecare and eyewear community truly made Vision Expo West 2023 an event to remember."

Vision Expo East 2024 will take place at the Jacob Javits Center in New York City from March 14–March 17, 2024. The Show's educational program, together with OptiCon @ Vision Expo, will open Thursday, March 14 and the Exhibit Hall will open Friday, March 15. Details on registration will be released in the coming months.

Vision Expo West 2024 will take place September 18 - 21, 2024. The Show's educational program, together with OptiCon @ Vision Expo, will open Wednesday, September 18 and the Exhibit Hall will open Thursday, September 19.

Additional Quotes & Testimonials from Vision Expo West 2023

“At The Vision Council, we position our members to deliver the eyewear and eyecare people need to look and feel their best. This year in Las Vegas, we were able to engage with members, spark discussion about the future of eyecare, and create lasting connections with people across the industry. It’s an honor to bring the industry together at this event each year. Thank you to everyone who made Vision Expo West 2023 a success.” – **Ashley Mills, CEO of The Vision Council**

“Winning the EYEnovate Ocular Horizons Award is an incredible honor. We competed in a high caliber program of presentations by exceptional companies in the ophthalmic space. We are proud to have been selected to present at the inaugural 2023 EYEnovate program at Vision Expo West. We at InflammX are excited and confident that the recognition generated by this award will help to drive innovation in the ophthalmic field and provide revolutionary care for future generations.” – **Brian Levy OD, MSc, the CEO of InflammX Therapeutics, winner of the inaugural EYEnovate Ocular Horizons Award**

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About Vision Expo

Vision Expo East and West are trade-only conferences and exhibitions for eyecare and eyewear presented by co-owners RX and The Vision Council. Vision Expo is the complete event for ophthalmic professionals, where eyecare meets eyewear, and education, fashion and innovation mingle. In the Vision Expo Exhibit Hall, eyecare providers can discover trends, interact with new technologies and access innovative products and services. The Vision Expo education program is driven by the profession, offering content of the highest quality and relevance to enhance overall patient care. For more information on Vision Expo, visit [visionexpo.com](https://www.visionexpo.com) and follow Vision Expo’s social media channels, [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence and safety, better vision leads to better lives. Learn more at thevisioncouncil.org.

About RX

RX is in the business of building businesses for individuals, communities and organisations. We elevate the power of face-to-face events by combining data and digital products to help customers learn about markets, source products and complete transactions at over 400 events in 22 countries across 43 industry sectors. RX is passionate about making a positive impact on society and is fully committed to creating an inclusive work environment for all our people. RX is part of RELX, a global provider of information-based analytics and decision tools for professionals and business customers. www.rxqglobal.com