Ørgreen Elevates Yuniku to New Designer Heights

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Ørgreen introduces 12 new models using the most advanced 3D printing technology of its kind – in bespoke designer frames that fit any face, any lifestyle. Adding design as a key element to a cutting-edge platform called Yuniku, developed by Materialise and Hoya Vision Care Company.

Without a doubt, 3D printing is having a dramatic impact on product innovation, creating new possibilities previously impossible. Already vital in aerospace, lifestyle, fashion, design and more, Yuniku leads the way in eyewear with a state-of-the-art platform. The world's first vision-centric 3D-tailored eyewear. Advanced 3D printing that makes it possible to customise frames starting with the optimal optical parameters for unprecedented vision.

A special scanner measures your facial features. Advanced software calibrates the optimal position of the lenses for the best visual performance. Taking into account your lifestyle, such as how, when and where you use glasses, the frames are automatically tailored to fit. On screen, augmented reality lets you see yourself wearing the frames without actually wearing them. A digital file is instantly generated incorporating all the data, ready for your frames to be 3D printed. The result is an incredible visual experience and personalised fit - in truly bespoke eyewear.

The fourth dimension – exquisite aesthetics

"Ørgreen was among the first to incorporate 3D printing, which we've been using for years in our prototyping design process," says Founder Henrik Ørgreen.

"We keep a close eye on industry developments and saw Yuniku as truly ahead of its time. In our opinion, the look and feel of the finishing has reached a level that meets our own requirements. Materialise is a leading developer within 3D printing. Hoya is a leading lens manufacturer. This is a great opportunity to add our own expertise and be part of the most advanced platform of its kind - ever."

— Henrik Ørgreen

"With Yuniku, we're starting at a high level but we haven't even scratched the surface in terms of possibilities," adds Ørgreen. "New shapes, colours, combinations, materials, finishes and nuances. All reflecting our distinctive Ørgreen style. In the future, this level of 3D printing will be the new norm. We're thrilled to be at the start of a whole new movement that's turning the industry upside down."

The ultimate in precision, performance and personalisation

While Yuniku celebrates the uniqueness of each face, with its distinctive features and expressions, intrinsic to the personalisation is empowerment.

"Personalisation is the biggest trend in all retail," says Alireza Parandian, who leads the global business strategy for wearable applications at Materialise, facilitating the use of new technologies to create breakthrough product innovations.

"With Yuniku, we're empowering people to play a pivotal role in personalising their own eyewear," adds Parandian. "From the style of the frames, fit, colour and finish to the best way to meet their lifestyle needs. The scanning takes place in an instant. We factor in a variety of parameters that are finely tuned to each individual. No other technology out there can achieve such precision, performance and personalisation."

Yuniku is a real game changer

The name Yuniku is a phonetic pronunciation in Japanese of the word unique, honouring Hoya's heritage as a company originally founded in Japan. Hoya is a pioneer in the industry, the first on the eyewear market to introduce augmented reality and one of the leaders worldwide with such superior lens precision. Felix España is the Global New Media Manager at HOYA Vision Care Company who developed the software for Yuniku with the R&D team at Materialise.

"Traditionally, the frames are the starting point, which actually limits the fit and the accuracy of vision," says España. "With Yuniku's vision-centric approach, the result is more freedom to customise the frames and fit - and better vision than you ever imagined."

Yuniku is a real game changer, also in terms of resources. Everything is made to measure, so the only material used is the material needed for each frame. "For eyewear professionals, that means there's no surplus, only samples," explains España. "Your portfolio is renewed continuously. Opticians are already seeing an amazing improvement in customer satisfaction, triggering the curiosity of others to try it."

Ørgreen will create special designs for the platform reflecting their signature minimalistic style and inventive colour combinations. Starting with 12 models and 5 colour variants per design. As Ørgreen sees it, "Given Yuniku's high level of sophistication, vision precision and the ability to tailor any frame to fit any face ... it's bespoke at its best."

About Materialise

Materialise incorporates more than 27 years of 3D printing experience into a range of software solutions and 3D printing services, which together form the backbone of 3D printing technologies. Materialise's open and flexible solutions enable players in a wide variety of industries, including healthcare, automotive, aerospace, art and design, and consumer goods, to build innovative 3D printing applications that aim to make the world a better and healthier place. Headquartered in Belgium, with branches worldwide, Materialise combines the largest group of software developers in the industry with one of the largest 3D printing facilities in the world. For additional information, please visit: www.materialise.com.

About Ørgreen

Less is more is the mantra behind Ørgreen's understated approach to elegance. Innovative colours, discrete details and exceptional materials are the signature traits defining a forward-thinking company driven by relentless curiosity and a profound desire to do things differently. Designed in Denmark and impeccably handcrafted in Japan, Ørgreen is a high-end eyewear brand with a global following. Established in Copenhagen in 1997, Ørgreen is currently sold in over 50 countries worldwide. For more information, please visit: www.orgreenoptics.com.

About HOYA

Founded in 1941 in Tokyo, Japan, HOYA is a global technology and med-tech company, and a leading supplier of innovative high-tech and medical products. HOYA is active in the fields of healthcare and information technology, providing eyeglasses, medical endoscopes, intraocular lenses, optical lenses, as well as key components for semiconductor devices, LCD panels and HDDs. With over 150 offices and subsidiaries worldwide, HOYA currently employs a multinational workforce of over 36,000 people. For more information, please visit: www.hoya.com

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