

## **Optic 2000 co-develops Ellcie Healthy connected eyewear that prevent drowsiness at the wheel.**

The major retailer Optic 2000 announces the signature of an agreement with the French startup Ellcie Healthy for the development and the distribution of the Ellcie Healthy connected eyewear that prevent drowsiness at the wheel in a preview showing. Light, comfortable and aesthetically pleasing, they are equipped with all the latest technology to prevent the risk of drowsiness, and in this way they reinforce security while driving.

Certified "French Origin Guaranteed", the product will be available in early 2018 in the 1 200 points of sale Optic 2000.

Thus, the major retailer emphasizes its commitment in health prevention in general, and drivers' accompany and road safety in particular. Optic 2000 also maintains its desire to develop innovative products and services in partnership with French startups.



Since 40 million French people hold a driving licence<sup>1</sup> and 8 of them out of 10 wear glasses<sup>2</sup> and as drowsiness at the wheel is the first cause of accidents on the road<sup>3</sup>, the smart eyewear created by the French startup Ellcie Healthy and co-developed with Optic 2000, innovates to help the driver's awareness, increase security and help the prevention of accidents.

As soon as the first signs of drowsiness appear, they warn the driver or the passengers of the vehicle either by a red LED flashing or by a sound buzzer embedded in the eyewear or, when they are connected to a smartphone, by the ringtone on the passengers' mobile.

Optic 2000, as leader of the optical sector in France, must be a forerunner regarding smart visual solutions and offer eyeglasses combining all the technological advances and the most innovative processes. This groundbreaking solution not only enriches the products and services' offered by this major retailer designed for the general public, but also for driving professionals (transportation, salespersons...), with regard to road safety. Currently, only 62 % of French interviewees declare that they regularly have a break as soon as they feel tired<sup>4</sup> and yet, in France, in 2016, one car accident out of four was caused by drowsiness<sup>5</sup>.

<sup>1</sup>Source : ONISR 2015

<sup>2</sup>Source : Opinion Way study for Optic 2000, July 2017

<sup>3</sup>Source : ASFA 2016 - fatal accidents

<sup>4</sup>Source : Opinion Way study for Optic 2000, July 2017

<sup>5</sup>Source : ASFA 2016 - fatal accidents

This is a real social concern, it is estimated that the loss of alertness at the wheel generates a socioeconomic cost of 5,6 billion euros to French society<sup>6</sup>. The Ellcie Healthy eyewear offers an immediate, reliable and objective response to the detection of all the indicators related to drowsiness.

### **Ellcie Healthy, smart and connected eyewear for better security at the wheel**

Contrary to current systems of embedded sensors, the Ellcie Healthy eyewear is a pioneer in terms of driver's observation. Several infra-red sensors, an accelerometer and a gyroscope are embedded in the eyewear and measure the factors that identify the precursory signs of drowsiness which are blinking, yawn and micro-drops of sweat on the head. All this data is collected and analysed to determine the driver's drowsiness level and the necessity to alert.

If signs of declining vigilance are detected, the alert is given through the eyewear thanks to a red LED flashing and/or a buzzer located in the arms that produces a sound signal or else by the ringtone on the passengers' mobiles.

The eyewear function autonomously, in other words through the sensors they collect data that are processed and sound the alarm. They can also be connected with the mobile application "Driver by Ellcie Healthy"<sup>7</sup> which will enable the storage of the driver's information in the Cloud (break time, geographical localization, time of wearing glasses...) and as soon as it is necessary, it will make the phones of connected and identified passengers ring in order to address the drowsiness problem..



The concept of the Ellcie Healthy eyewear has been developed with the support of the major retailer Optic 2 000 and thanks to aid from the scientific community ; l'INRIA<sup>8</sup> for the mathematical algorithms, the LEAT<sup>9</sup> in Sophia-Antipolis (Alpes-Maritimes) for the electronic issues, the LAMHESS<sup>10</sup> in Nice for tests of reliability and sensors' repetitiveness and the CNRS<sup>11</sup> in Paris for the studies related to drowsiness and the observation of blinking. The studies were achieved thanks to the driving simulators Ediser.

<sup>6</sup>Asteres

<sup>7</sup>Available when the commercialization of the Ellcie Healthy eyewear will begin, at the beginning of 2018

<sup>8</sup>INRIA : National Institute Dedicated to Digital Technology

<sup>9</sup>LEAT : Electronic Laboratory Antennas and Telecommunications

<sup>10</sup>LAMHESS : Human Motor function Education Sport Health Laboratory

<sup>11</sup>CNRS : National Center of Scientific Research

### **Ellcie Healthy ; stylish eyewear at the service of road safety**



Light, comfortable, attractive, water-resistant, with whole-day battery life, the eyewear charge thanks to a glasses case-charger. They can be worn daily by everyone. As for classic optical equipment, the optical lenses are adapted to visual correction.

In early 2018, a collection of a five model range for women, men and unisex, certified “French Origin Guaranteed”, will be commercialized throughout the Optic 2 000 network everywhere in France.

### **Ellcie Healthy : innovative eyewear developed and made in France.**

With the continuous drive to offer innovative products and services in order to anticipate its customers’ expectations and needs, the market leader, Optic 2000 has gone into partnership with the French startup Ellcie Healthy. Created in May 2016, Ellcie Healthy is a company that relies on pluridisciplinary research teams and places itself at the forefront of scientific and medical performance.

This partnership comes within the scope of Optic 2000’s approach to prevention and awareness regarding road safety and innovation support. Optic 2000 has been collaborating for years with the startups’ ecosystem in order to speed up its capability to innovate and imagine future services, come up with new offer and, develop optical solutions adapted to its customers’ needs.

All year long, the major retailer has organized information plans destined for the general public through awareness and screening displays. For 9 years, the company has been in partnership with “Optic 2000 Auto Tour”, a legendary rally of old-style cars across France. During this event, it has informed the general public about the importance of good vision at the wheel. The Optic 2000 retailers in the Alsace region have especially participated in the testing “My driving licence within easy sight” by offering free optical tests for driving licence candidates.

This partnership with the startup Ellcie Healthy also enriches the certified “French Origin Guaranteed” offer of the major retailer composed of its brands Gabin & Léonie and Personalities and products from referenced suppliers.

[www.optic2000.com](http://www.optic2000.com)



**@optic2000**

#### **Optic 2000**

*Optic 2000 is the first optical network in France with 1 183 points of sale shared among all the French territory and with a revenue of 905 million euros in 2016. Since its foundation in 1969, the major retailer Optic 2000 is the reference regarding optical safety such in the patient treatment that in the quality of the offered equipment. The Optic 2000 retailers are led by opticians with a state-registered diploma who are well-known optical health professionals.*

*Optic 2000 has supported AFM-Téléthon since 2012 by donating each second pair of glasses and in this way contributes to research in innovative treatment, especially concerning the optical genetic disease.*

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