

OPTA Celebrated 30 Years. The Anniversary Edition Confirmed the Fair's Importance for the Entire Industry

The **OPTA** International Fair for Eye Optics, Optometry and Ophthalmology celebrated a major anniversary this year. For 30 years, it has been bringing together eye-care professionals, manufacturers of optical technologies and leading global eyewear brands. The anniversary edition, held from **13 to 15 March 2026 at the Brno Exhibition Centre**, showcased innovations from the world of optics, offered a professional programme and provided a space for the entire optical community to meet.

This year's edition welcomed **148 exhibiting companies from 18 countries**, presenting a broad range of products and innovations in the field of eye optics. The anniversary OPTA attracted **3,725 B2B visitors**.



A Rich Accompanying Programme at OPTA FORUM

OPTA was not only a showcase of the latest spectacle frames, spectacle and contact lenses, and technological equipment, but also an important centre for education and professional discussion. This year, the **OPTA FORUM** accompanying programme was presented in a new format and offered a series of lectures and presentations on current industry topics throughout the fair.

The programme addressed, among other topics, how the optical sector is preparing for the rise of **artificial intelligence, smart glasses and other technological innovations**, as well as further professional issues related to modern eye care, new materials and trends in optical practice.



Familiar Faces Exploring the Fair

The accompanying programme also included a visit by actress **Bára Mottlová** and Miss Earth **Natálie Puškinová**, who set out together on a tour of the OPTA fair. During their visit, they stopped at a number of exhibitors' stands, where they tried out modern vision-measurement equipment as well as new collections of prescription glasses and sunglasses. Their tour showcased OPTA in all its breadth – as a place where the latest technologies, eyewear design and personal style come together.



Design, Frames and Technologies of the Future

OPTA also featured the latest technologies in vision correction and diagnostics, responding to the changing demands of modern lifestyles. Manufacturers presented innovative generations of contact and spectacle lenses designed for comfortable vision in digital environments, during prolonged screen use and under changing light conditions.

Development is increasingly focused **on individualising vision according to the parameters of each eye**, using biometric data and advanced computational methods to enable more precise correction and more natural visual perception. New technologies also help reduce visual strain, speed up adaptation to spectacle or contact lenses and improve all-day comfort.

Alongside optical solutions themselves, the fair also featured modern diagnostic instruments enabling detailed vision measurement and more precise correction settings. Attention was also given to protecting the eyes from harmful environmental

influences, including blue-violet light filtering and lenses that intelligently respond to changing light conditions.



TOP OPTA Jury Selected Five Winners

The fair also featured the traditional **TOP OPTA** competition, which recognises the most interesting exhibits and technological innovations in the field of eye optics. This year, the expert jury awarded five exhibits.

In the **Quality Vision for All Generations** category, the **Multigressiv B.I.G. EXACT® Sensitive spectacle lens by Rodenstock ČR** was the winner.

In the **Spectacle Frames and Sunglasses – Technological Innovations** category, awards went to the **TRI-X ACETATE model by LOOK OCCHIALI** and the **CARRERA TRANSFORMA sports sunglasses by Safilo**.

In the **Spectacle and Contact Lenses, Their Treatments and Enhancements** category, **Swisslens** succeeded with its special **RGP contact lenses for keratoconus**.

In the **Technology in Eye Optics** category, the **Visiooffice X+ centration tower by ESSILOR-OPTIKA** received the award.



The OPTA Party at SONO Music Club Was the Highlight

Saturday evening traditionally belonged to the social gathering of exhibitors, partners and visitors at the OPTA Party, which this year took place at Brno's Sono Music Club. The evening offered informal networking in a pleasant atmosphere, complemented by a rich music programme – from a concert by the Slovak band Funkiez to the energetic Schaff. The Party show accompanied by saxophone and a rhythm section. The event was organised in cooperation with the Association of Czech Opticians and Optometrists and was attended by approximately 1,000 optical professionals, who filled the club and created an exceptional atmosphere throughout the evening. The main partner of the OPTA Party was EssilorLuxottica, with Sagitta and AMBG as event partners.

