

Get to
know IOT →

Who we are

The beginning

When Daniel Crespo finished his Ph.D. in applied optics, he set up a company specialized in calculation and simulation software. Four years later, in 2005, after facing numerous scientific and technical challenges (and overcoming them), Daniel returned to the same university department where he received his Ph.D. There he pursued his research with his optics and optometry professor and thesis director, José Alonso, and his former mentor and collaborator in physics, Juan Antonio Quiroga.

One day, in the university cafeteria, the idea of doing something together popped up. José had long entertained the idea of starting a company with Daniel and Juan Antonio. Until then, lenses were developed on spherical surfaces with rotational symmetry. But José Alonso proposed **using a new technology that had just been launched: free-form, which allowed for the manufacture of any surface.** If they developed the right software, they could, for the first time, offer their own custom lenses. They had just found their first market niche.

They put their knowledge into practice to generate a new business model. Given their limited understanding of the business world, they listened carefully to everyone: employees, customers, new team members, the market. **They had a vision and poured all their enthusiasm, passion, and effort into it.** In less than three years, IOT Freeform Designer was ready to launch. The rest is history.

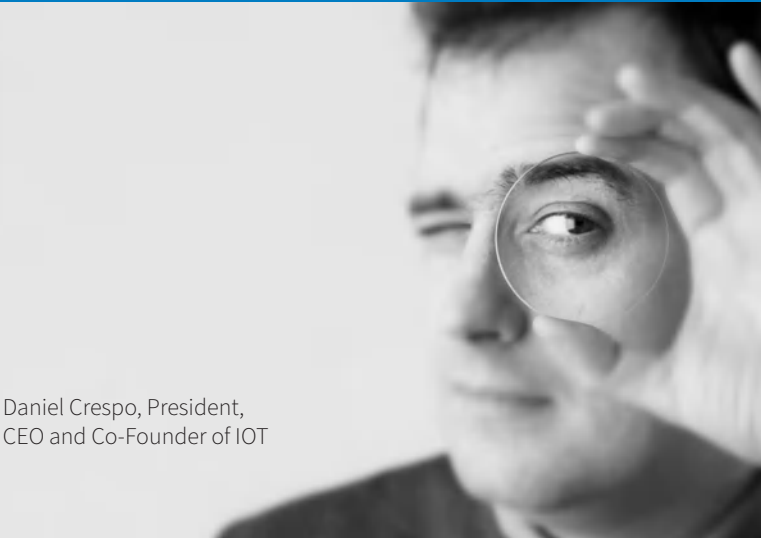
IOT's beginnings were not easy. Its first office was in the city outskirts and only four sq. m (43 sq. ft). Currently, its offices are located in the heart of Madrid and in Torrance, California. **It now serves more than 400 partners in more than 70 countries around the world.** Not bad for a company that started as a university spin-off.

Our mission

Our mission is to offer you the technology and services you need to make the best lenses. To do this, we provide you with **full support throughout the creation process, from inception all the way to marketing strategy.** We offer you direct access to our team of highly skilled and experienced professionals. This approach, unique in the industry, will allow you to utilize us as an extension of your own business.

Our vision

We want to become the premier provider of disruptive and customized innovations in the industry. To specialize in cutting-edge **technologies, products, and services that add value to your business, boosting innovation, excellence, and success in the ophthalmic lens industry.**



Daniel Crespo, President,
CEO and Co-Founder of IOT

IOT in figures

2005

Year we were established

Ophthalmic lens
development

Our field of expertise

Madrid & California

Where our main offices are located

3

Research centers

35 million

Lenses produced annually

400

Partners worldwide

70

Countries where we are present

Four pillars that make a difference



Specialized knowledge

We stem from academia. There we became experts in scientific knowledge. Our focus: optical research, development, and innovation.



Intelligent technology

You want smart lenses. Free-form, anti-fatigue, driving, sports, occupational, and photochromic lenses. Custom-designed lenses that provide maximum visual acuity and comfort.



Close relationships with our partners

We understand you. We listen to you. Together we challenge, create, transform, and deliver. We collaborate with you to achieve your goals.



Momentum and determination

The world is changing at an increasing pace. Innovation and transformation cycles are getting shorter. We must embrace change. Finding answers to drive the ophthalmic industry forward energies us.

Our innovation ecosystem

Ideas don't just pop up. We strive to be constantly creative and forward-looking. That's why we encourage experimentation from within. Our company is an innovation ecosystem. And we dedicate a lot of resources to this end.

More than 50% of our employees are involved in R&D in our three innovation centers. Specialists in different areas work together, researching and finding solutions across a wide range of technologies, methodologies, and processes.

We challenge all our employees to innovate. In everything they do. Only in this way can we constantly launch new products and technologies that respond to the market. And make our services and customer care unbeatable.

We enjoy innovating with our partners. Through our mutual exchange of information, we get great ideas for our products, and yours!

The result: every year, we file several patents for our latest discoveries and groundbreaking creations.

We don't limit our innovation to lens design. **We also apply it to other fields in the ophthalmic optics industry.** In recent years, we have put a lot of effort into generating tools based on artificial intelligence and machine learning techniques.



Innovation is present throughout our whole creative process. We are curious by nature. We are always looking for new solutions. Because innovation is more than just having a spark of genius. It is finding new formulas and products with high added value that respond to the demands of an increasingly sophisticated market.

The key is to listen carefully to what wearers and industry professionals are saying. That's why we invite around 600 wearers to our headquarters every year, with whom we conduct some 20 clinical trials. Their feedback is crucial.

We have state-of-the-art equipment in our facilities, such as eye-tracking devices to monitor gaze direction. Our latest developments: photochromic lenses and treatments.

We have developed our own clinical trial methods. Once conducted, we analyze the results and generate new lens designs and calculation methods. We believe this is the only way to improve the wearer's visual experience.

20
Annual
clinical trials

600
Participants

4
Steps

Our technologies



camber[™]
With IOT Intelligence

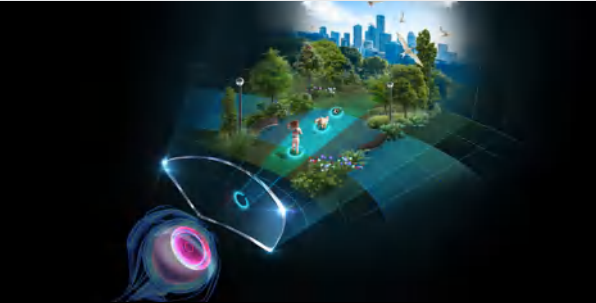
Synergy of front and back surface

→

Camber Technology combines complex curves on both sides of the lens to provide excellent vision correction. The unique variable base curve on the front surface of the specially designed lens blank allows **expanded reading zones and improved peripheral vision.**

When combined with a back surface design using IOT Digital Ray-Path 2, both surfaces work together to accommodate an expanded **Rx range, offer better cosmetics for many prescriptions, and yield wearer-preferred near vision and performance.**¹

Camber



IOT Digital Ray-Path 2

Pushing the limits of geometry in lens personalization

→

IOT Digital Ray-Path 2 Technology mathematically compensates for oblique aberrations and adds the intelligent use of the wearer’s accommodation; the small adjustments the eyes naturally make to view objects at different distances. The result is a **drastic reduction of oblique aberrations** throughout the visual field. Wearers will enjoy **impeccable visual quality, greater comfort, and more precise focus.**²

DRP 2



Steady Methodology

More efficient vision through image stability

→

Steady Methodology is a technological breakthrough in free-form, digital lenses. In addition to **controlling for unwanted cylinder power,** Steady Methodology addresses unwanted changes to mean power in the lateral areas of the lens. This **improves peripheral visual acuity, reduces swim effect, and provides superior image stability and offers more comfortable vision.**³

Steady



Steady Plus Methodology

Substantial improvement in binocular performance

→

Steady Plus Methodology represents an evolution of Steady Methodology. It incorporates a **more sophisticated control of the spherical power distribution** that had not been reached until now. Its novelty lies in the addition of a symmetric spherical power control at the lateral areas of the lens at intermediate and near vision. Steady Plus Methodology carefully balances the needed sphere power to achieve a **perfectly symmetrical and smooth distribution on both sides of the lens.** It adds a **substantial improvement in wearer’s binocular performance and provides a smoother visual experience** as both eyes perceive identical powers for each gaze direction.⁴

Steady+

Portfolio



General-use
progressive lenses

For a complete list of IOT
designs, visit our website at
iotlenses.com



Camber Steady Plus
Progressive

Personalized free-form
progressive lens. Designed
with the most revolutionary
IOT technologies.



Endless Steady
Progressive

Personalized free-form
progressive lens with an
advanced design. Provides
impeccable visual quality.



Essential Steady
Progressive

Free-form progressive lens.
High wearer satisfaction in
an entry level technology.



Endless Steady
EasyFit Progressive

Free-form progressive lens
with an advanced design for
excellent visual performance,
every time.



Endless AI

Hyper-personalized digital
lens created with AI.
Ensures maximum patient
satisfaction.



CamberPure

A breakthrough progressive
lens that addresses the
last great barrier in lens
optimization—chromatic
aberration—to deliver
limitless clarity.

Single vision &
specialty lenses

For a complete list of IOT
designs, visit our website at
iotlenses.com



Endless Drive Progressive &
Single Vision

Personalized free-form
progressive and single vision
lens, ideal for distance and
mid-range tasks like driving.



Endless Sport
Progressive

Personalized free-form
progressive lens for maximum
performance during outdoor
activities.



Endless Pilot
Progressive

Personalized free-form lens
with a unique and innovative
design that incorporates two
zones for near vision.



Endless Office
Occupational

Personalized free-form lens
for maximum performance in
intermediate and near zones.



Endless
Single Vision

Personalized free-form single
vision lens. Advanced design
provides unparalleled visual
quality.



Endless Anti-fatigue
Single Vision

Personalized anti-fatigue free-
form single vision lens with an
advanced design.

camberPure
Limitless clarity



Redefining
Progressive Vision

Why choose CamberPure?



SHARPER, MORE ACCURATE VISION

→ Crisp detail at every distance and in every direction.



NATURAL COLOR & CONTRAST

→ Vivid, true-to-life colors with enhanced contrast sensitivity.



EFFORTLESS ADAPTATION

→ Smooth transitions between zones and faster adaptation to your new glasses.



ALL-DAY COMFORT

→ Minimizes eye strain and visual fatigue, even during prolonged screen use.



LIGHTWEIGHT & REFINED

→ Slim lenses that deliver clarity and lasting comfort.

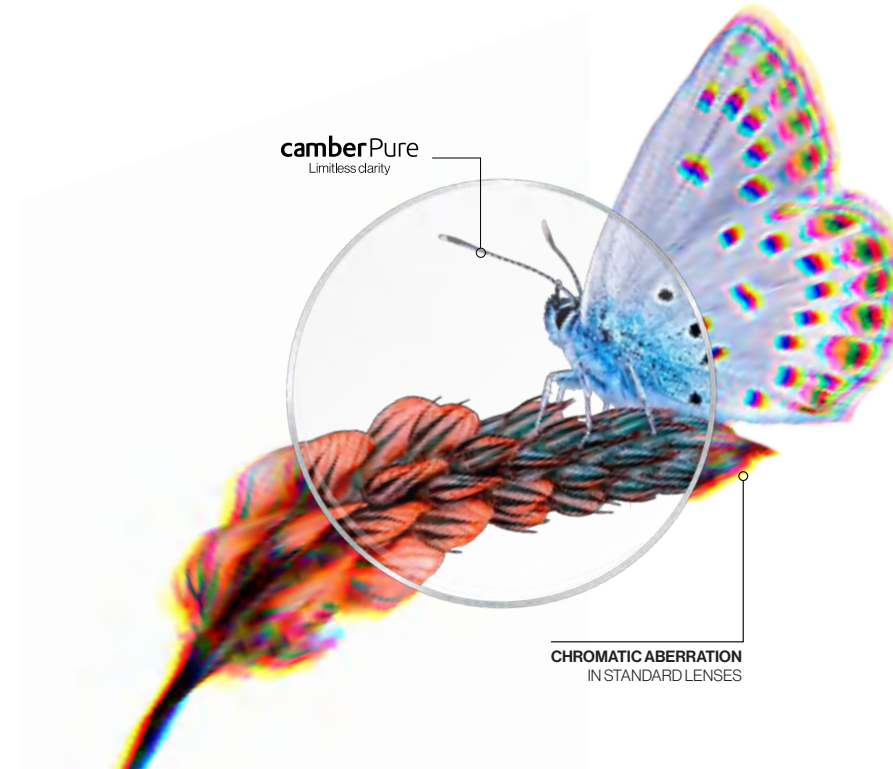
*"Sharp focus, natural freedom.
Visual comfort without limits."*

Pure Clarity for Every Moment

Your vision shapes how you experience the world. Whether reading, recognizing faces, navigating streets, or enjoying a sunset — **clarity matters**. Yet many progressive lens wearers experience blur and color distortion, which are more pronounced in higher prescriptions and certain lens materials.

CamberPure's advanced design enables clarity without compromise

Every glance reveals sharp lines, pinpoint detail, and maximum contrast. Blur diminishes, colors sharpen, eyes relax—the effect is **pure clarity, all day, every day**.



Who Will Love CamberPure

CamberPure is perfect for lens wearers who:

- Want the best visual clarity and comfort.
- Prefer thin & lightweight lenses.
- Want comfortable, distortion-free vision when viewing screens and using devices.
- Are active users who need consistent visual stability and clarity.
- Are sensitive to color fringing or halos.
- Are first-time progressive wearers.



Neochromes Lenses



HIGH QUALITY →
LIGHT SENSITIVE LENSES
CHANGE/ ↔ WITH → YOU

NOW'S THE TIME TO MAKE THE CHANGE

Neochromes state-of-the-art lens technology offers wearers maximum freedom, comfort and protection. Photochromic molecules react quickly to changes of light, ensuring an exceptional visual experience in any situation.



Greater comfort
than standard clear
lenses in changing
light conditions.



Daily protection against
harmful UV light, by
blocking 100% of **UVA**
and **UVB rays**.



Blue light filter to
guard **against eye**
fatigue, both indoors
and outdoors.



Fast adaptation
to changes of
light in any
environment.

NEOCHROMES®
Embrace the light

HOW DOES IT WORK? →

- ↗ **What do they look like indoors?**
Crystal clear
- ↗ **How quickly do they darken?**
In just seconds
- ↗ **How long do they take to fade back indoors?**
At standard room temperature, they fade back
in just a few minutes



BENEFITS FOR THE PATIENT/

- ↗ **Exceptional versatility**, thanks to their instant
adaptation to changes in light conditions
- ↗ **Fast performance**, darkening in seconds and returning
to clear in just a few minutes
- ↗ **Clear vision** with improved clarity and contrast
- ↗ **High protection** against harmful UV rays and blue
light, helping to prevent related eye conditions
- ↗ **Greater comfort**, helping to reduce visual fatigue
- ↗ **Stylish aesthetics** with a choice of two natural,
on-trend colors

PROTECT → YOUR MOST VALUABLE ASSET: **YOUR VISION/ ↖**

Neochromes lenses **adapt automatically to the light intensity**
outdoors, lightening quickly when indoors.



Connect with us

Please feel free to reach out to the IOT representative in your area with any questions.



@iotlenses



@iotlenses



iot lenses



iot lenses



iotlenses.com



neochromes.com

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See the difference

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