

Berlin, 13 December 2021

## **Successful market launch of the online eye test: Mister Spex now offers the web-based check of prescription values in five countries**

A year and a half after the launch of Germany's first [online eye test at Mister Spex](#), Europe's leading digitally driven omnichannel optician is now also offering the service in Austria, Switzerland, the Netherlands and Sweden. Using the online application, more and more customers have the opportunity to check their own individual prescription values free of charge from the comfort of their own home. Spectacle and contact lens wearers between the ages of 18 and 45 with visual impairments in the single vision range between -10 and +10 dioptres can use the service, which was developed by the TÜV<sup>1</sup> and CE<sup>2</sup>-certified software company easee from the Netherlands and tested<sup>3</sup> at the Utrecht Medical Centre.

Since the launch of the online eye test in April 2020, a five-digit number of Mister Spex customers have successfully used the digital checks. "After someone has checked his or her prescription online with us, around 90 percent of users also order glasses online immediately afterwards," says Dirk Graber, founder and Co-CEO of Mister Spex. "The high level of satisfaction and acceptance of the online eye test is great feedback for us and I am pleased that we can now offer this service in many countries where we are active online with Mister Spex. We want to expand into more markets with the online eye test in the future and are working at high pressure to optimise omnichannel eyewear purchasing with additional digital innovations."

In Germany, the share of prescription values coming from the online eye test was around three percent in 2021. Particularly in times when local offers were temporary unavailable, the tool was able to provide quick help for preventive medical care. The online eye test can be carried out at any time from home and takes about 15 to 30 minutes. Afterwards, the data collected from the customers is checked by trained optometrists before being transmitted and stored directly in the customer account.

The online eye test can be carried out free of charge at the following link: <https://www.misterspex.de/online-sehtest>.

<sup>1</sup> Quality management according to EN ISO 13485:2016. S.a. [https://www.certipedia.com/quality\\_marks/0000073063?locale=en&certificate\\_number=60145533](https://www.certipedia.com/quality_marks/0000073063?locale=en&certificate_number=60145533).

<sup>2</sup> The eye test is officially categorised as a software medical device, like a CE Class 1 medical device.

<sup>3</sup> Source: <https://www.jmir.org/2019/11/e14808>.

**About Mister Spex:**

Founded in 2007, Mister Spex SE (together with its subsidiaries, "Mister Spex") is a multi-award-winning company that has become the leading digitally-driven omni-channel optician in Europe. Mister Spex has been at the forefront of the industry's transformational shift, growing from a pure online player into a successful omni-channel optician with more than 5 million customers and 10 online shops across Europe, as well as brick-and-mortar retail stores. As a digital native, technology and innovation have always been integral parts of the company's evolution, from 2D to 3D digital frame fitting tools to intelligent browsing features. Mister Spex focusses on making purchasing glasses a shopping experience that is simple, transparent and, at the same time, fun for customers – offering a comprehensive and diverse range of high-quality products in combination with extensive expertise in optics and advice from the customer service team, its own branches and an extensive network of partner opticians.

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