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Varioptic Achieves ISO 9001 Certification for the Conception, Manufacture and Merchandising of Innovative Optical Solutions

French Inventors of the Liquid Lens Earn Stamp of Quality in Less than Three Years from the Company's Founding

Lyon, France, March 9, 2005 - Varioptic S.A (www.variopic.com), the inventor of the liquid lens, today announced that it has achieved ISO9001 certification, for the conception, manufacture and merchandising of innovative optical solutions based on liquid lens technology and products.

Since its creation, Varioptic's management team has always established quality as the heart of the company. The following items were cited in Varioptic's ISO 9001 Certification:

- Varioptic implemented a quality-based system and expanded it over a six month period.
- The System was highly flexible, and it was adapted properly to the culture of the enterprise.
- Varioptic decentralized the system of management, to promote quality throughout the organization.
- The process included an efficient plan of action, and appropriate indicators of performance and progress.
- Varioptic's paperless system ran on a networked computer system.
- The quality system supports the company's strategic plan, and the objectives of the business plan.

"In our business, it's critical to place a premium on quality, and I'm honoured that the International Standards Organization has recognized our accomplishments," said Etienne Paillard, CEO of Varioptic S.A. "Despite our youth and size, we were determined to achieve the ISO 9001 certification because it symbolizes the approach we take in every aspect of our business."

The ISO 9000 standards, established by the International Standard Organization (ISO), provide a process, and a set of principles to measure quality systems in manufacturing industries and/or services companies. The quality standard ISO 9001 is designated to companies which process finished products, and also have research and development departments for new products. ISO certification requires that companies adopt specific methods in order to obtain high quality and high reliability for the products.

About Varioptic:

Founded in 2002, Varioptic has pioneered the development of Electrowetting Technology for revolutionary Auto Focus lenses and Zooms with absolutely no moving parts. These products feature several crucial advantages versus traditional technologies in terms of cost, dimensions, power consumption and speed. Varioptic maintains its technology leadership, thanks to its heavy investment in R&D. Varioptic is located in Lyon (France) and headed by CEO Etienne Paillard, and founder, inventor, and CTO Bruno Berge. For more information, please visit www.variopic.com.