

# InFocus

## HAAG-STREIT GROUP NEWS

October 2025

### Special ESCRS "Spotlight" edition from the Haag-Streit Group



Dear valued Haag-Streit customer,

ESCRS 2025 in Copenhagen, Denmark, was a milestone for Haag-Streit – and we thank all of you who joined us in person, whether at the booth or at one of our many events. It was a true pleasure to meet on the Congress floor and to share this experience together. For those who could not attend, we are delighted to share some highlights with you here.

The Congress was more than the launch of new technology – it was a celebration of innovation, a meeting of minds, and a promise of what lies ahead. With the global debuts of the Elara 900 slit lamp and Refractor 900 phoropter, we strengthen our commitment to support you, the eye care professional, in your journey to improve vision with innovative, efficient, and sustainable solutions to achieve the best possible outcome for your patients.

At the same time, ESCRS 2025 was about connection – hands-on demonstrations, lively conversations, and inspiring scientific exchange with customers worldwide. In this "InFocus" 'spotlight' issue, we take pleasure in sharing the highlights of an unforgettable Congress.



**Sharon Mills, Vice President Global Marketing & Communication, Haag-Streit Group**

### ESCRS 2025: Our year of innovation

The days in Copenhagen were packed with energy – new technologies unveiled, hands-on learning in full swing, and conversations that carried late into the evening. In this article, we look back at those moments and share the highlights that made ESCRS 2025 one to remember.



The Haag-Streit Team gathers ahead of another busy day on booth E158

### Simulation Learning Lab

**More than 200 young ophthalmologists found their way to the Simulation Learning Lab at ESCRS 2025 – a place to practice, learn, and gain confidence.**

Over three days, young ophthalmologists took part in intensive cataract training.

Guided by Dr. Ivo Ferreira Rios, Haag-Streit's Marshall Dial, and a team of 20 mentors, participants practiced surgical techniques on Eyesi Surgical Simulators and dry lab stations in a safe, structured environment.

The atmosphere was focused yet encouraging, as residents repeated key steps, received feedback, and built confidence without patient risk. For many, it was a rare opportunity to learn directly from experienced surgeons while connecting with peers from across Europe.

And while the Lab gave tomorrow's surgeons a place to grow, just steps away our booth offered clinicians a chance to explore, test, and experience Haag-Streit's innovations firsthand.



Delegates use the Eyesi Surgical Simulator at the Simulation Learning Lab





Exploring the Elara 900 up close at the Haag-Streit booth

### At the booth: hands-on, face-to-face

**The Haag-Streit booth was a place of discovery, where technology came to life through interaction, demonstration, and conversation.**

From the moment the Congress opened, many of you came by to see Haag-Streit solutions firsthand. As you can see from the photos, there was rarely an empty space – the booth was always busy with visitors trying devices, talking to our experts, or watching demonstrations in action.



Elara 900 draws a full audience during a hands-on demo

Naturally, the [Elara 900](#) and [Refractor 900](#) attracted much of the attention, but the excitement went far beyond the launches. Perimetry, biometry, simulation, and surgical instruments all drew strong interest, showing the breadth of our portfolio. Many of you also took the opportunity to experience the [METIS 900](#) – and to explore the new [HS-2010 S](#) examination unit from DOMS, which expands possibilities for everyday clinical practice.



Sharing tips & techniques on the Eyesi Surgical Simulator

What made the booth special, though, was the atmosphere. Experienced clinicians, young residents, and first-time visitors all came together – reconnecting with colleagues, discovering new solutions, and sharing feedback with us. Your input and curiosity turned the booth into more than an exhibition space – it became a place of collaboration and exchange. Above all, ESCRS reminded us that innovation only matters when it supports you in providing better care for your patients.



Discovering faster, smoother refractions with the Refractor 900

### Media buzz: Haag-Streit in the spotlight

**The energy of our booth didn't just attract clinicians – it also captured the attention of the media.**



New Haag-Streit CEO, Thomas Lenzen

Throughout the Congress, cameras and microphones were a familiar sight as journalists and publishers stopped by to hear more about Haag-Streit's latest innovations. At ESCRS 2025, our booth was a lively media hub, hosting live video interviews with our product experts, and CCO, Hamadi El-Ayari.

The [Elara 900](#), [Refractor 900](#), and [METIS 900](#) all featured prominently in coverage, including interviews recorded with *The Ophthalmologist*. These videos were shared during the Congress on [LinkedIn](#), drawing even more delegates to explore our [booth](#) in person.

In addition, we hosted a small press briefing, providing a platform for our new CEO, Thomas Lenzen, to spread the word about Haag-Streit's "[banner year of innovation](#)," and share his vision for the future.

### "Slit Lamp Ambassadors' Event"

**While media interviews spread the word beyond the Congress halls, the next special event offered a different kind of spotlight – a gathering of leading clinicians for the "Slit Lamp Ambassadors' Event."**



Our KOLs pictured with Haag-Streit employees at the "Slit Lamp Ambassadors' Event"

Held in Copenhagen's historic Axelborg Hall, the evening brought together academics, specialists, and Haag-Streit representatives for a memorable night of discussion and exchange. Over fine Danish cuisine, experts, including Dr. Ike Ahmed, Prof. Gerd U. Auffarth, Dr. Sunil Mamtara, and Prof. David Goldblum, shared their perspectives on slit lamp technology, user experience, and patient interaction.

The atmosphere was both celebratory and scientific, underlining the importance of the slit lamp as more than a diagnostic tool – it is a bridge between examiner and patient. Conversations ranged from advances in imaging to everyday ergonomics, reinforcing Elara's role in the evolving landscape of ophthalmic care.





A full house for this year's Satellite Symposium

## Satellite Symposium: "The Slit Lamp Exam. Reinvented."

**After months of intense clinical activity and collaboration, it was time for Elara's first global users to share their experiences with the world at the Haag-Streit Satellite Symposium. Long entry lines and a full house were testament to the interest in our solutions.**

This one-hour session brought together months of clinical experience – exploring visualization, ergonomics, workflow, and documentation in one powerful session filled with insight and takeaways.

**Prof. Gerd U. Auffarth** shared feedback from a recent survey involving participants from University Eye Clinic, Heidelberg. When asked to compare Elara vs the traditional slit lamp, Elara 900 scored favorably on speed, comfort and image quality.

**Prof. Filomena Ribeiro's** ergonomics-focused presentation addressed how Elara's design features, such as its inclined eyepiece and optical path, help to address the day-to-day challenges of eye care specialists – such as "slit lamp slump."

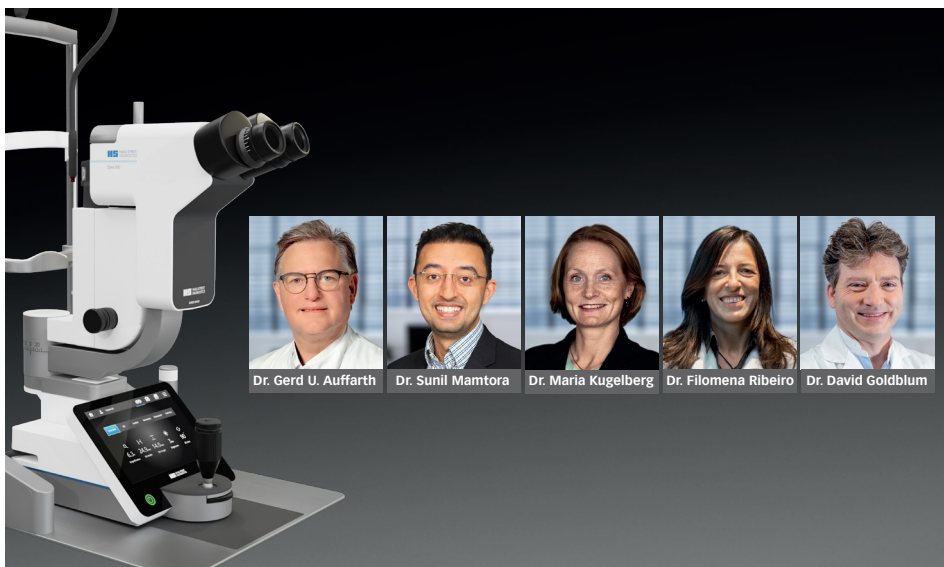
**Dr. Sunil Mamtora's** focus was on Elara's "P-Type" illumination and the benefits of this revolutionary light source vs. the BQ slit lamp. His own study revealed that 70% of respondents noted improved visualization with Elara 900.

**Prof. Maria Kugelberg** explained how she has integrated high-quality photos and videos into her daily routine and the subsequent positive impact on patient education and interaction.

**Prof. David Goldblum** explained how Elara's clinical photography has helped improve patient understanding and engagement with treatment.

## Satellite Symposium now available on-demand

If you missed the Symposium – or would like to revisit the discussions – the full recording is available now on [YouTube](#). It's a great way to hear first-hand how leading clinicians are using Elara 900 in daily practice, and what impact it is having for both examiners and patients.



Our Satellite Symposium featured a prestigious lineup of Elara's first global users



Presenter Prof. Filomena Ribeiro, ESCRS 2025 President