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EYESIZE IRL

Powerful fit optimization for in-store customers

Precision measurements and frame recommendations

Discover a revolutionary way for your associates to deliver the ideal glasses to your customers with Veero® EyeSize IRL.
Say goodbye to measurement errors and hello to an accurate and personalized eyewear shopping experience.

EyeSize IRL is designed as a subscription-based, white-labeled application that can interface with existing optical Point-of-Service (POS) and Electronic Health Record (EHR) systems or run standalone for retail outlets of all sizes.

How it works

Quick and easy

With a tablet or phone running EyeSize IRL in your store, customers initiate their journey with a seamless check-in session. Within seconds, comprehensive facial dimensions are captured, laying the groundwork for a bespoke eyewear experience.

Personalized try-on

Guided by accurate measurements, your store associates curate a collection of frames suited to your customer's individual style and facial contours.

Precision for progressives

With the perfect pair identified, your store associate uses the tablet or phone running EyeSize IRL to capture quick, accurate, and consistent as-worn measures, including segment height. Seamlessly blending facial features with newly gathered data, we offer a level of optimized fit that sets your store apart.

Scan for frames and face measurements

Scan for progressive and other multifocal lenses

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Set a new standard for your eyewear fitting

Whether customers are fashion-forward, style loyalists, or somewhere in between, Veero® EyeSize increases conversions by giving them more confidence in frame selection.
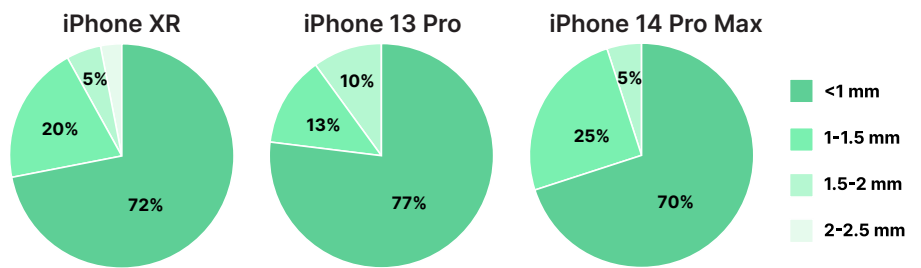
Running EyeSize IRL on a tablet or phone immediately engages the customer and delivers quick, accurate, and consistent measurements to your store associates. Harness AI and join the retail pioneers already transforming their stores with Veero® EyeSize IRL.

Third-party validation*: Study results

A third-party validated study shows Veero EyeSize PD accuracy within 2 mm for 98% of participants.

In the same study, EyeSize accuracy for seg height was within 2 mm of eye care professionals' measurements for 85% of participants.

iPhone XR
5%
20%
72%

iPhone 13 Pro
10%
13%
77%

iPhone 14 Pro Max
5%
25%
70%

Legend:
- <1 mm
- 1-1.5 mm
- 1.5-2 mm
- 2-2.5 mm

Difference between Veero EyeSize PD measurements and licensed eye care professionals using a portable pupillometer

*Study conducted in conjunction with the New England College of Optometry.

How we measure

Our flagship product stems from technology that was originally conceived and developed to help first responders and military personnel.

Pupillary Distance
Distance between pupil centers

Scan detects maxilloanteriorale landmarks

Seg Height
Bottom of lens to center of pupil

Scan detects frame geometry and eye landmarks

Face Width
Bizygomatic breadth

Scan detects bizygomatic arches

Eye Width
Distance between the eye corners

Scan detects exocanthion to endocathion landmarks

Temple Arm Length
Estimated assuming average temple tips

Scan detects nasal bridge and preaurale landmarks

Nose Bridge Width
Width at the nasal root

Scan detects maxilloanteriorale landmarks

Any facial measure can be incorporated

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User-centric, cross-platform technology that delivers a frictionless and precise "best fit" experience with just a few swipes on any device