

Matts Digital exports innovation internationally

The use case of Eyesoft



When innovation is ready to be exported



The company Eyesoft stems from a shared idea of two trained orthoptists who wanted to bring innovation to the professional sector of visual health and optics.

They decided to develop software aimed at strengthening eye muscles and analyzing the visual behavior of eyeglass wearers. With advanced solutions to analyze this behavior, Eyesoft positions itself as a pioneer in the field of visual comfort using virtual reality.

The company's vision is to establish itself as an expert in visual analysis and rehabilitation in France, while expanding its presence internationally. In this regard, Eyesoft has enlisted Matts Digital to outsource its logistics.

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From design to international expansion...

In 2018, Eyesoft made its debut by developing its first prototype, supported by BPI France and the Nouvelle Aquitaine region. Since its market launch in 2021, Eyesoft has relied on the Pico Neo 3 Pro Eye, particularly leveraging its eye-tracking technology. With a diverse set of software, Eyesoft addresses various needs :

EMAA Pro 2 and EMMA Home, Software designed for orthoptists and ophthalmologists, offering modules for orthoptic rehabilitation and evaluation, allowing professionals to manage their patients both in the office and through telehealth.

EMMA Check and LenScape, that provide opticians with the ability to objectively analyze certain ocular capacities of clients and immerse them in various everyday situations, thereby helping professionals optimize their equipment recommendations.

... a visionary collaboration in Optics

Quickly, Eyesoft needed to outsource its logistics to free up resources to focus on its area of expertise and prepare for exportation.

Faced with this challenge, Eyesoft turned to Matts Digital.

This collaboration emerged spontaneously due to positive feedback from companies in the same sector. Matts Digital's reputation for its speed and high level of quality, as well as being the only French actor in this field, convinced Eyesoft.

Matts Digital is thus responsible for all logistics for Eyesoft, including inventory management, pre-configuration, customization, and product shipment to end customers. Matts Digital has proven to be more than just a logistics provider but a true partner for the company by bringing its hardware expertise. Particularly with its status as a **Pico official business partner**, allowing it to be a direct intermediary with the manufacturer.

The partnership between Eyesoft and Matts Digital paves the way for a promising collaboration, marked by a shared vision of innovation and excellence. This beginning of the journey represents not only an opportunity for both companies to combine their strengths and expertise but also a chance to explore new horizons together.



«The entire team at Matts Digital is highly responsive, processes are smooth, and communication is excellent.

Matts was also there for us during an unexpected situation in early 2024, handling our logistics with great professionalism.

We are completely thrilled and reassured by this collaboration, which promises to be very promising for our development!!»

Thomas DIDIER and Audrey PERSILLON
Co-founders of Eyesoft



Founded in 2018, Eyesoft focuses on developing Virtual Reality software to provide solutions to optical specialists. The company offers software for improving oculomotor capacity, as well as analyzing eye movements. Eyesoft enables healthcare professionals' patients to complete rehabilitation exercises and also offers the possibility of telehealth sessions.

With a team of 11 employees, Eyesoft equips over 700 professionals in France, including more than 350 orthoptists and 350 optical stores. In 2024, Eyesoft began exporting its solutions to Switzerland, Belgium, and Luxembourg. The company plans to expand its international presence further in the coming years.

To learn more about Eyesoft, visit their website : www.eyesoft.fr/en/



Matts Digital is a value-added distributor specializing in Virtual Reality (VR) and Augmented Reality (AR) solutions. We offer a comprehensive range of headsets, peripherals, accessories, and hygiene products, as well as unique professional services in this field.

Our significant industrial and logistical capacity enables our clients to confidently consider large-scale ARVR project deployments, both in France and internationally.

To learn more about Matts Digital, visit our website : www.matts-digital.com



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