

# Lumibird Medical rebrands its Japanese subsidiary to reflect strategic growth



*January 06<sup>th</sup>, 2025 - CLERMONT-FERRAND, France - Lumibird Medical, a global leader in ophthalmic medical devices, is pleased to announce the rebranding of its Japanese subsidiary. Formerly known as **Ellex Japan**, the company will now operate under the name **Lumibird Medical Japan** effective immediately.*

Founded in Osaka in 2003, the subsidiary has grown significantly over the past two decades, moving its headquarters to Tokyo in 2015 to better serve the Japanese ophthalmology market. This rebranding reflects Lumibird Medical's commitment to its continued growth in Japan and its mission to deliver transformative patient outcomes in both diagnosis and treatment via its collective expertise and advanced solutions.

*"We have seen remarkable growth in the ophthalmic laser market,"* said John Hsieh President & Representative Director Lumibird Medical Japan. *"We are eager to expand further by introducing advanced ophthalmic ultrasound equipment and, as we look to the future, groundbreaking solutions for dry eye treatment. This rebranding represents our dedication to these opportunities for our customers, partners, and stakeholders thanks to the same trusted team and exceptional support."*

*"We are excited to introduce this new chapter for our Japanese operations,"* said Jean-Marc Gendre, CEO Lumibird Medical division. *"This rebranding underscores our ambition to strengthen our position in the ophthalmology sector in Japan and to bring cutting-edge solutions to our customers more efficiently."*

Lumibird Medical Japan will exhibit under its new name at the 129th Annual Meeting of the Japanese Ophthalmological Society in Tokyo, April 17-20, 2025. Visitors to the booth will have the opportunity to explore the full range of ophthalmic laser and ultrasound equipment, as well as participate in educational seminars on glaucoma laser therapy.

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## **About Lumibird Medical**

Lumibird Medical, the medical division of the Lumibird Group, offers healthcare professionals around the world a wide range of diagnostic and treatment solutions through 3 brands: Quantel Medical, Ellex, and Optotek Medical. In ophthalmology, the group creates innovative medical laser and ultrasound solutions to diagnose and treat the 4 main causes of blindness: cataract, glaucoma, diabetic retinopathy and macular degeneration as well as other pathologies such as dry eye.

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