

Reviewed by:

- \_\_\_ Doctor
- \_\_\_ Optician
- \_\_\_ Technician
- \_\_\_ Other

## Come See Us in Action!



Spring in Iowa marks the annual IOA, IOAA and OAI conferences held in Des Moines the last weekend of March. This year, Midwest Labs opened its doors to the attendee' to tour the lab and see first hand what happens to patient's lenses after the

order is placed.

Optometric assistants and opticians spent two hours touring the facility and becoming familiar with the processes involved to produce a pair of lenses.

Stations included in the tour:

- Data Entry
- Customer Service
- Surfacing
- Finishing
- Reliance AR coating

The lab was "live" and all stations included

detailed demonstrations of the processes with actual patient's jobs. Attendees observed how orders are entered into the lab software system; prepared for surfacing; generated, fined and polished; AR application; edged into the frame and finally invoiced and shipped.



The station that generated the most attention was our e.lens drilling system. It's no secret that a "perfect" drill mount is hard to achieve and learning how we accomplish this was of special interest.

Each participant received a free pair of lenses that include Reliance XP AR. Orders for their personal lenses were placed using our Rx forms and an explanation of why the information we request produces the most cosmetically appealing lenses was included. Bobbie Guyette from Clearvision was also on hand to display the latest in frame styles.



If you missed the tour and would like to spend some time at our lab learning more about what happens behind the scenes, please contact us! We will be happy to provide you with a personalized tour!

### REDEFINING VISUAL EXCITEMENT

Seiko has introduced th Seiko Super MV (Max Vue ) 1.67, the world 's first 1.67 high index double-sided aspheric single-vision lens. These lenses take advantage of the latest in free-form lens technology to create the highest standard in terms of optical performance, thickness, lightness and comfort.

Seiko claims the double aspheric design creates a thinner and lighter lens, with flatter curves on both sides. Super MV 's unique combination of low base curve and concave free-form aspheric design compensates for distortion, peripheral power error and astigmatic aberration in a balanced manner. The result is exceptional clarity of vision throughout the entire lens, with a significant improvement in the effective viewing area of the lens, especially in prescriptions with high cylinder.

Super MV is available from +6.00 to -10.00, out to a -5.00 cylinder (total power of -10.00 diopter ), with up to 3 diopters of prism.

Uncut- \$90.00 / \$120.00

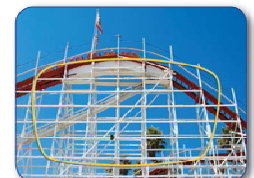
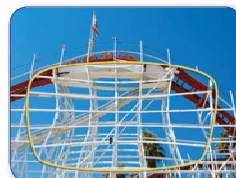
Complete- \$105.00 / \$140.00

Available hardcoated or with Reliance AR coatings.

Spherical  
No aspheric compensation.

Conventional Aspheric  
Aspheric compensation in the spherical power only.

Super MV Double Aspheric  
Aspheric compensation in the sphere power and throughout the cylinder power.



NEW

# Transitions® XTRActive™



Uncut	Poly		Trivex		1.67	
Single Vision	72.50	96.67	73.50	98.00	116.00	154.66
Image	123.00	164.00	131.00	174.66		
Hoya Summit ECP and CD			150.00	200.00		
Accolade	129.00	172.00				
Physio	155.73	207.64				
Accolade Freedom	153.33	204.44				
Physio Enhanced	173.51	231.34				

Complete	Poly		Trivex		1.67	
Single Vision	80.50	107.33	82.50	110.00	124.00	165.33
Image	132.38	176.50	142.50	190.00		
Hoya Summit ECP and CD			162.50	216.67		
Accolade	139.01	185.34				
Physio	169.01	225.34				
Accolade Freedom	168.33	224.44				
Physio Enhanced	188.51	251.34				



**Win a Dream Vacation**  
**with Seiko Free-Form PALs**  
**and New Super MV 1.67**

**March & April 2010**  
**Receive a prize card with every pair of**  
**Seiko Internal Free-Form PAL or**  
**1.67 Super MV Lenses**