



Reviewed by:

___ Doctor
___ Optician
___ Technician
___ Other

A Look Back at 2010

New product releases were fast and furious during 2010 with a new lens design being introduced nine out of the twelve months! Predominately digital designs, new releases are now often immediately available in a large array of materials and colors due to the utilization of single vision lens blanks in digital processing. Keeping up has been a task indeed! Below is a recap of the new kids on the block in 2010.

January: To address the symptoms of Visual Fatigue Syndrome (VFS), Essilor has introduced its line of Essilor Visual Fatigue Solutions™ lenses—Essilor Anti-Fatigue™ and Essilor Computer™ lenses. VFS is caused by focusing on objects 1 ft. to 3 ft. away for extended periods of time. Symptoms include tired eyes, blurred vision, neck pain and headaches. A special “Power Boost” area in the lower portion of the lens is designed to give the wearer’s eyes greater clarity and comfort when focusing up close for extended periods.

Super MaxVue 1.67 lenses are double-sided, aspheric, single-vision lenses that combine Seiko’s patented aspheric front-design technology with advanced free-form lens processing on the back. The front surface includes Seiko’s exclusive 10mm spherical fitting button, and the free-form back surface provides precise aspheric/atoric compensation calculated for the patient’s individual Rx.

February: NuPolar® Trilogy®—Visual Armor® is a new sun lens made of a durable material based on research originally developed for the military. Its characteristics include impact protection, light weight, chemical resistance, adhesion that prevents delamination, consistent true curve control appropriate for digital surfacing, high polarization efficiency, and color uniformity and consistency, according to Younger

March: The darkest, everyday Transitions available, Transitions® XTRActive™ lenses, are a new option for patients who spend a lot of time in bright, sunny conditions. Developed with photochromic dyes that activate in the lower spectrum of visible light (in addition to ultra-violet light), Transitions XTRActive lenses also moderately activate behind the windshield of a car. These new lenses were designed to have a slight tint indoors and a unique gray-green color to help ECPs identify them.

April: Classified as a mid-tier Freeform® design, Shamir’s Spectrum™ is a more advanced Freeform lens than the Element™, but more economically priced than the Auto-graph II®. Spectrum incorporates a wider reading area and corridor width to provide more comfortable vision zones. It also allows for increased power stability in the far vision zone. The soft, back-surface design incorporates EyePoint Technology® and Direct Lens Technology®. Fitting heights include 14mm, 16mm, and 18mm

May: Building upon the success of the HOYALUX Summit progressive addition lens (PAL), HOYA VISION CARE launched its newest free-form innovation, the Summit iQ. By

applying an aspheric or atoric surface on the backside of the lens, Summit iQ enhances all the benefits of conventional PALs, including visual acuity at all distances and smoother transitions between zones, according to the company.

June: Midwest Labs announces the release of our Naturalite line of digital single vision and progressive lenses! Available in a large selection of materials, Naturalite digital lenses are the latest in back surface digital design giving your patients easy adaptability and wide fields of vision while giving you a great price and unbeatable turnaround!

Seiko Surmount’s patented free-form design technology allows for a convex surface on the concave side of the lens. Therefore, the lens can be produced on lower base curves, resulting in a much flatter, more cosmetically appealing lens. An automatic variable inset based on patient distance Rx and PD permits customized alignment of the intermediate and reading area. Advanced aspheric compensation throughout the entire lens optimizes the Rx for the as-worn position.

July: New Varilux Comfort® lenses debuted to an audience of over 120 ECPs and educators at the Varilux Symposium at Cowboys Stadium™ in Arlington, TX. Using Essilor’s proprietary Live Optics research and development process and Varilux Virtual Reality, Essilor scientists analyzed thousands of patients to determine the best way to improve the original design. The new lenses offer quicker access to the reading area, 25% wider distance and near with reduced astigmatism in the intermediate, and improved performance for today’s digital devices, such as MP3 players, navigation tools, and laptops.

August: With a minimum fitting height of only 13mm, Younger’s ADAGE™ short-corridor progressive is ideal for patients who prefer smaller, more fashionable frames. Other benefits include a generous reading area for a short design; large, functional zones; 90% of add is reached at only 11mm below pupil; an effective blank size of 76mm; and finally, there’s no need for secondary calculations. ADAGE is available in clear polycarbonate with a NuPolar® polarized lens also now available.

October: HOYA’s iD Free-Form progressive lens family grows with the addition of iD MyStyle, incorporating the company’s proprietary iDEA (Intelligent Design by Extensive Analysis). These front-and-back-surfaced lenses offer a wide, deformation-free field of vision, according to the company.

Midwest Labs is currently preparing a new digital design only price list that will catalog lens availability as well as easy to understand explanations of the differing digital applications available today. 2011 promises to be another year of exciting new products and you can rely on Midwest Labs to be your partner in satisfying your practice’s needs!

SEIKO SURMOUNT™

The Thinnest Progressive Addition Lenses



Newly Patented Free-Form Technology
Surmounts All Others in Thinness & Design

Wearer Comfort, Improved Cosmetics

Surmount lenses are up to 25% flatter than competitive back surface lenses.

Wider Intermediate & Reading Areas

Automatic variable inset placement (based on distance Rx and PD) provides the best binocular vision for reading tasks.

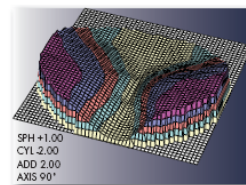
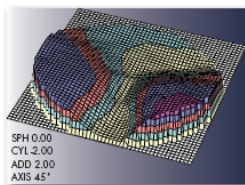
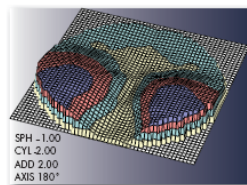
Improved Distance & Panoramic Vision

Optimized to provide the best optical performance in the as-worn position.

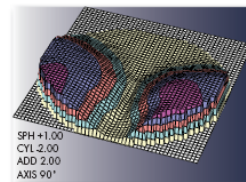
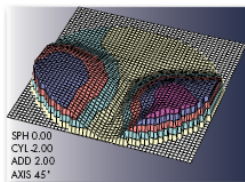
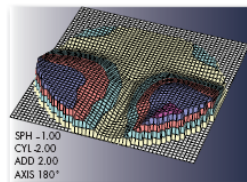
Choice of Materials & Options

1.74, 1.67, 1.60 and Trivex(R) materials, polarized, Transitions(R) XTRActive(TM), and Transitions VI lenses.

Conventional Internal Free-Form Lens



Seiko Surmount Internal Free-Form Lens



Ideal for prescriptions with high powers, cylinders and add power.

Available now from Midwest Labs!