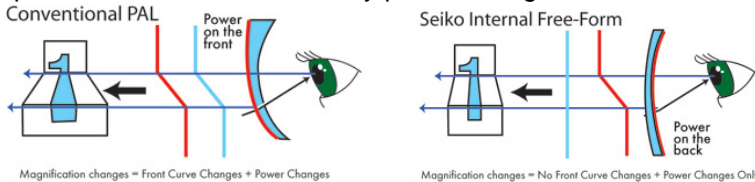




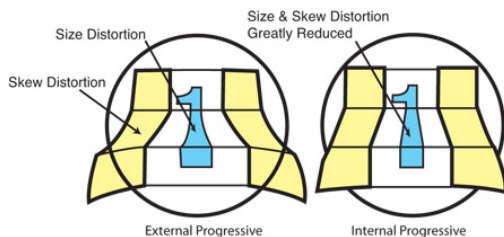
Midwest Monthly

Seiko Internal Free-Form

Seiko Internal Free-Form progressive addition lenses, Succeed, Succeed Ws, Supercede and Supercede Ws, are made using a patented, technologically advanced design that 3-dimensionally fuses the patient's entire prescription onto the back surface of the lens. The front surface on Seiko Internal Free-Form lenses is a perfect sphere, eliminating distortion due to front surface shape changes. In conventional progressive lenses, distortion is induced by the shape changes on the pre-molded front curve, and by power changes on the back.



The wearer experiences a considerable reduction in overall size and skew distortion, with a virtual elimination of image sway & swim.



A second advantage of internal free-form design is that, by placing the progressive surface on the back of the lens, it is closer to the eye. This considerably expands all the fields of view (distance, intermediate and near). These larger fields of vision in turn provide better image stability, greatly exceeding the limitations of conventional progressives.

In conventional PAL design, any particular base curve covers a wide range of power. Consequently, each base curve is optimized only for a specific spherical Rx at the center of its range. Therefore, good visual acuity is only effective somewhere in the middle of the entire range for each base curve. This affects the reading area the most, due to the fact that it is "off-center," meaning that power error and unwanted astigmatism are induced and automatically present. Therefore, optics are compromised by these naturally occurring primary aberrations in all prescriptions that fall outside this narrow band.

Seiko Internal Free-Form lenses fuse toric and progressive surfaces into one complex curve. Aspheric compensation is customized in the progressive channel based on the patient's complete Rx. This compensation specifically takes into consideration each sphere, cylinder, axis, prism and add power combination. This means that Seiko Internal Free-Form

lenses can be surfaced into billions of unique Rx combinations (considering each sphere, cylinder, axis, prism and add), all of them exact.

Seiko Internal Free-Form lenses provide total control of off-center astigmatism and power error. This gives the lens accurate power throughout the expanded reading area. The design also incorporates aspheric power control in the corridor, along the entire principle meridian. This compensates for changes in vertex distance as well as the degree of visual axis (rotation) as the eye focuses from distance to near. The resulting gradient cylinder control within the corridor vastly improves intermediate vision.

Seiko Supercede and Supercede Ws (Wide & Short) Internal PALs use the latest and most advanced patented 100% back surface design technology. They surpass the performance of our Seiko Succeed and Succeed Ws lenses and provide features and benefits that simply cannot be achieved by conventional front-surface or split-surface progressive lens designs.

First, like previous Seiko Succeed lenses, Supercede and Supercede Ws lenses 3-dimensionally fuse the patient's entire Rx (sphere, cylinder, axis, add power and prism) onto the back surface of the lens. Supercede & Supercede Ws lenses raise the bar in free-form PAL technology by introducing Advanced Aspheric Compensation (AAC) into the intermediate and near visual zones. AAC optimizes the optical performance of the lens in the as-worn position, taking into account eye rotation in relation to the visual and optical axis of the lens.

AAC also reduces the aberrations caused by varying vertex distance, while compensating for pantoscopic tilt as the eyes converge from the fitting cross through the reading area. This is a tremendous benefit to patients with difficult prescriptions, such as strong near or distance powers or high cylinders. The combination of 100% back surface design and AAC gives Supercede and Supercede WS lenses the widest intermediate and near visual areas up to 35% wider than conventional short-corridor PALs.

Supercede lenses have a softer back-surface design that is ideal for first time PAL wearers, prescriptions with low to medium add powers and for people who have experienced difficulty adapting to conventional progressive lenses in the past. Supercede Ws lenses have a harder back surface design that is ideal for frames with a narrow B measurement, seasoned PAL wearers, medium to high add powers, and for people who work on computers or do other close-up activities.

Available in a wide range of materials as well as Transitions and polarized, contact your Midwest Labs location to receive more information on Seiko Internal Free-Form lenses.



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Varilux® Panamic®

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Varilux Ellipse 360™

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\$5 Crizal® Lenses

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