This is our modern world

It's amazing how much our lives involve the use of digital devices. Most likely, you and your patients spend an increasing portion of the day viewing information on some form of screen. Frequently, it isn't a traditional desktop computer that is being used.

Times Are Changing, So Are Viewing Habits

Times have definitely changed when it comes to today's digital lifestyle. Optical technology must adapt quickly to support changing viewing habits and satisfy patients who demand innovative lenses to meet their vision needs.

With the ever increasing use of digital devices in our daily lives, mobile devices are changing our vision and challenging our eyes. It has become more important to have a lens that supports prolonged, comfortable use of the reading area.

Your patients need a vision solution to help them cope with this new challenge of the digital world.

Global Smartphone Sales to End Users 2007-2021. Statista, 2020
Daily Time Spent on Mobile Devices in the U.S. 2014-2021. Statista 2020

Maximized Near Vision without Compromise

Modern reading habits require prolonged viewing in the reading area so commonly used for mobile devices:

MAPS: Many rely on mobile devices for driving directions and traffic updates

SHOPPING: Purchasing items from a mobile phone has become an everyday occurrence

NEWS: No need for a newspaper when you can read news directly from any mobile device

KODAK Unique DRO® Lens provides incredible vision at all distances with special attention paid to optimizing the reading zone without impacting distance vision.

KODAK Unique DRO Lens

KODAK Unique DRO HD Lens

Features	Unique DRO	Unique DRO HD
Corridor Lengths	6	6
Material Availability	70+	70+
Full Backside Progressive Lens Design	✓	✓
Dynamic Reading Optimization	✓	✓
i-Sync	✓	✓
Vision First Design	✓	✓
Variable Decentration	✓	✓
Prescribed Prism (Optional)	✓	✓
Prescription Compensation		✓
Variable Inset		✓

Versatile for Every Lifestyle

KODAK Unique DRO Lens offers lens materials for all lifestyles. Options are available in clear, polarized and photochromic for every wearing scenario, in all light conditions.

Dispensing is simple because...

- Minimal Measuring Required
- Six Corridor Lengths for Various Frame Styles and Sizes
- A Variety of Material Options
- Option for Patient Point-of-Wear Customization
- A Trusted Brand Name

Viewing is great because...

- Quick and Easy Adaptation
- Sharp Vision at All Distances
- Materials for All Lifestyles
- Reduced Distortion for Smooth, Natural Viewing and Comfortable Wear
- Overall Sharp Viewing with Reading Optimization

KODAK Lens
See the Colors of Life

Signet Armorlite
800.830.3995
www.signetarmorlite.com
www.Kodaklens.us/pro

KODAK Unique DRO Lens

Be *Unique* In Your Modern World

KODAK Lens

NEW TECHNOLOGY

DYNAMIC READING OPTIMIZATION

Dynamic Reading Optimization® (DRO)

improves the overall optical performance of the lens while significantly reducing oblique astigmatic errors in the reading area.

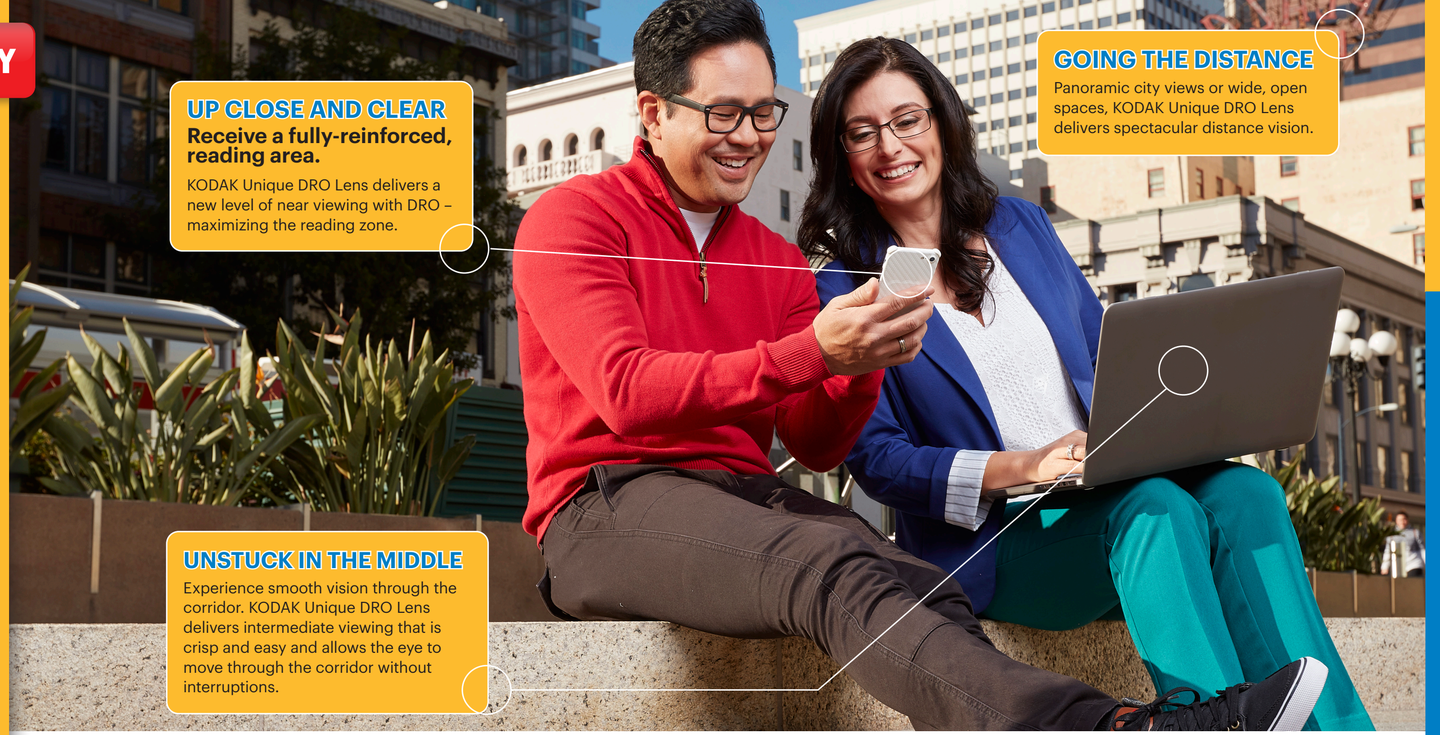
The best performance in each viewing zone is reached by localizing the necessary adjustments. To better target the needed corrections for each viewing area, software splits the lens into three areas: distance, intermediate and near. Once individual viewing areas are adjusted, the three areas are merged back to create a highly-optimized viewing experience.

This technology greatly reduces off-axis viewing, allowing the eyes to comfortably focus in the reading area for longer periods of time.

For certain prescriptions, DRO virtually eliminates oblique astigmatism.

[1]Based on an analysis of KODAK Unique DRO Lens compared to KODAK Unique Lens designs with a 2.00D addition, in prescriptions ranging between +8.00D to -8.00D.
Reading zone determined as the area having >1.88D addition and <0.50D oblique astigmatism.

[2]Based on an analysis of KODAK Unique DRO Lens compared to KODAK Unique Lens designs with a 2.00D addition, in prescriptions ranging from +8.00D to -8.00D. Total oblique astigmatic error determined as the sum of errors at gaze angles ranging from 0-40 degrees in 5 degree steps.



UP CLOSE AND CLEAR

Receive a fully-reinforced, reading area.

KODAK Unique DRO Lens delivers a new level of near viewing with DRO – maximizing the reading zone.

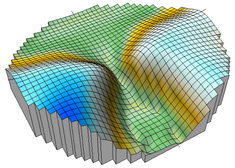
GOING THE DISTANCE

Panoramic city views or wide, open spaces, KODAK Unique DRO Lens delivers spectacular distance vision.

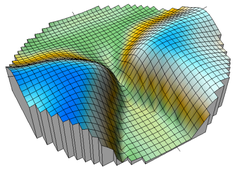
UNSTUCK IN THE MIDDLE

Experience smooth vision through the corridor. KODAK Unique DRO Lens delivers intermediate viewing that is crisp and easy and allows the eye to move through the corridor without interruptions.

KODAK Unique Lens



KODAK Unique DRO Lens



KODAK Unique DRO Lens allows the eyes to focus in the reading area for longer periods of time.

17%
An average increase in effective reading area of 17% over a range of prescriptions[1]

54%
An average of 54% reduction in total oblique astigmatic errors in the reading zone[2]

i-Sync®

i-Sync Technology elevates the level of optical performance by maximizing clarity in the peripheral areas of the lens and reducing distortion to the lens edge.

- More consistent optical performance over the range of prescription power
- Wider near viewing areas for hyperopes
- Improved distance area for myopes
- Improved image quality in principal viewing areas
- Flatter base curve capabilities

Vision First Design™

Vision First Design Technology increases prescription accuracy with an incredibly smooth gradation of power across the lens surface that eases the wearer's adaptation resulting in clear, comfortable vision.

- A broad field of view in a clear distance area
- Smooth gradation of power across the surface of the lens to ease patient adaptation
- Gentle binocular balance for quick, clear object recognition

Now... Go HD

HD stands for 'High-Definition' and includes measurements to more highly-adapt the lens to the individual patient's viewing needs.

When glasses are worn, the way the frames sit on the patient's face can dramatically alter the viewing experience through the prescribed powers.

With KODAK Unique DRO HD Lens, the patient's individual wearing measurements are taken into consideration to calculate a compensated lens design which has been optimized for that individual patient.

Highly Customized, Highly Unique

KODAK Unique DRO HD Lens includes the following additional features:

Prescription Compensation

A frame's wrap angle or tilt can impact the viewing experience. Prescription Compensation ensures the prescription is adapted to both the wrap angle of the frames as well as the frame-wearing style of the individual patient.

- » Back Vertex Distance (BVD)
- » Pantoscopic Tilt
- » Wrap Angle

Variable Inset

Reading habits of the individual patient are also important in creating a comfortable wearing experience. The variable inset pinpoints the optimum reading area for the patient.

- » Near Reading Distance
- » Lens Power
- » Back Vertex Distance (BVD)
- » Monocular PD (MPD)