

NULUX ACTIVE



Nulux Active

Energy for your eyes

Because eyes work all day

Keep your eyes going



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Evaluation

- ❑ extra accommodation support, enabling people to perform *better – longer – more accurate*
- ❑ relaxed and focused vision in all direction and at all variable distances
- ❑ effortless focusing and refocusing
- ❑ fast and problem-free adaptation
- ❑ keeps performance for longer, whether during work or leisure activities

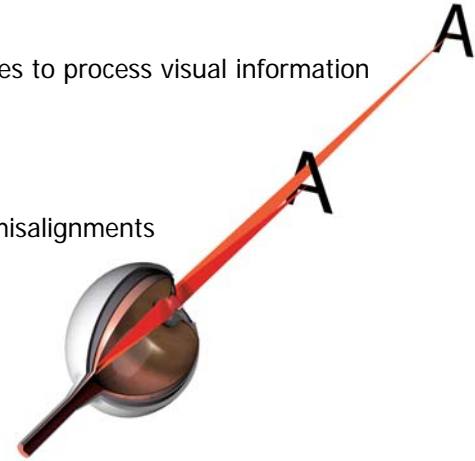
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The problem

Ultra-rapid reflex responses to process visual information

Visual tracking mechanism will correct misalignments

Small eye movements will improve depth of visual field



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Accommodation and depth perception

- ❑ the eye forces accommodation mechanism to the most *accurate response*
- ❑ tendency to maximize visual accuracy
- ❑ constant active focusing and refocusing
- ❑ gradually decrease of accommodation with age
- ❑ “near point of vision stress” syndrome

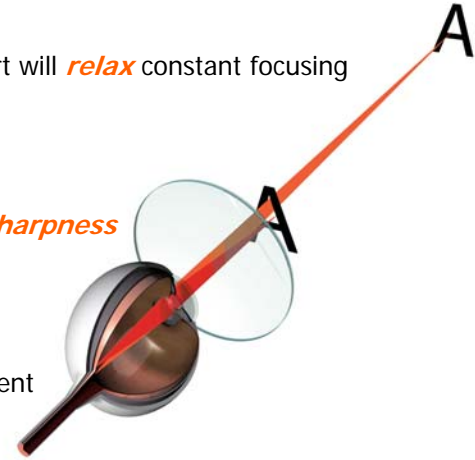
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The consequences

Minor functional support will *relax* constant focusing

Optimizing focusing and refocusing will increase *sharpness*

Supporting accommodation will *uniform width depth-of-field* segment

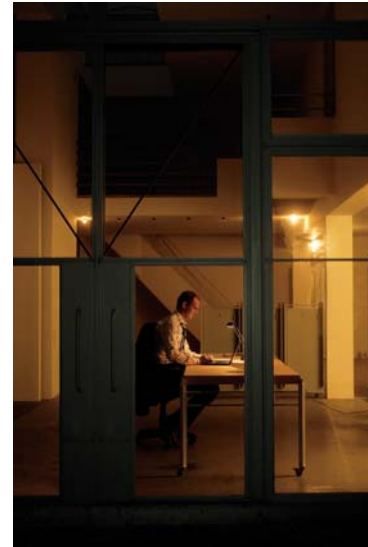


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The brain's reaction

- ❑ focusing fluctuations leads to fatigue – eye-strain and headaches
- ❑ depth-of-field segment will decrease in size
- ❑ *the eye's tolerance* and it's ability to focus will decrease
- ❑ constant pressure on eye's maximum accommodation capacity for early presbyopes
- ❑ lack of visual concentration will decrease productivity at the end of the day

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The reason why



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The modern consumer's everyday lifestyle

- ❑ constant accessibility – play hard
- ❑ fast reaction – high intensity
- ❑ dynamic lives – long day's work
- ❑ *productivity – carrier - ambition*
- ❑ increasing demand to “active” visual performance

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The concept



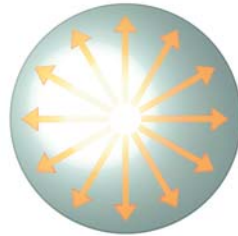
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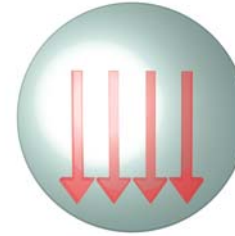
- ❑ the logical alternative for relaxed vision
- ❑ *Single Vision corrections have their **limits***
- ❑ offering added value support beyond that provided by Single Vision lenses
- ❑ *vertical aspheric Single Vision design correction **expands tolerance***
- ❑ new functional support to relieve the eye while constant focusing and refocusing at distance – intermediate and near-by objects

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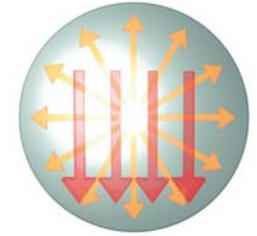
The ingredients



rotational aspheric
Front surface



Vertical power progression
+0.53D or **+0.88D**



horizontal & vertical
asymmetry

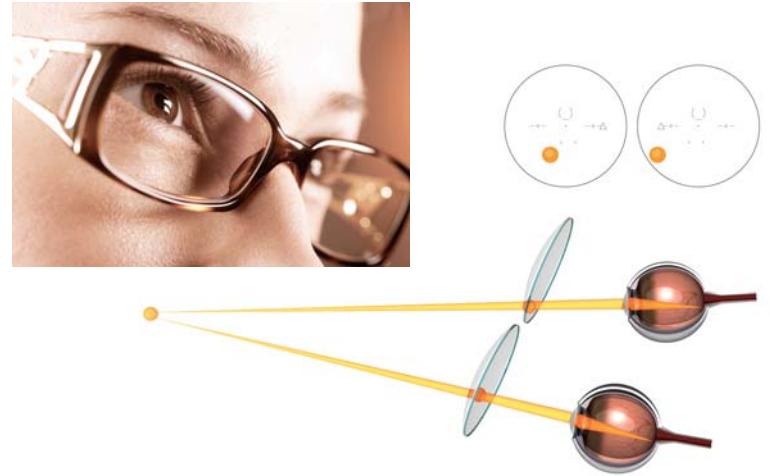
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- ❑ aspheric front surface structure and spheric – toric back surface structure
- ❑ functional power progression from measured prescription for distance correction up to **+0.53D** or **+0.88D**
- ❑ independent functional support for left and right eye
- ❑ asymmetric “off axes” design
- ❑ smart progression distribution over the entire lens surface

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The effects



overlapping retinal images over the entire lens surface

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- ❑ wide effective near-by visual field with imperceptible functional accommodation support – compensation
- ❑ deals with perceptual focusing and refocusing fluctuations
- ❑ corresponding retinal image perception in each binocular sight direction
- ❑ accurate refractive correction when monitoring objects at variable distances
- ❑ improving eye's "*active vision productivity*" while frequently using computers and other gadgets for longer

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The results



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Functional “energy for eyes” support

- ❑ will enjoy both busy and active lifestyle performance
- ❑ will prevent headaches – tired eyes and eye fatigue after a long working day
- ❑ will improve productivity
- ❑ will keep eye’s effectiveness for longer
- ❑ will relax brains and body

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To whom it concerns



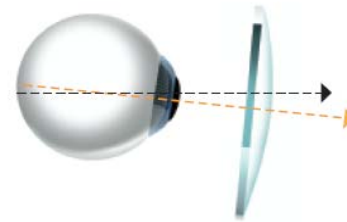
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Target group segmentation

- ❑ +0.53D support level for dynamic people from the age of 20
- ❑ +0.88D support level for early presbyopes, not ready for progressive solutions
- ❑ PC workers – special occupations – relaxation in leisure time activities
- ❑ demand for functional eye correction at variable focus distances
- ❑ who likes to keep their eyes going

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Fitting



Angle of inclination & Vertex Distance compensation included



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Simply fit Nulux Active according Single Vision design

- ❑ Nulux Active lenses are marked for defining axes direction for distance prescriptions
- ❑ centre Nulux Active lens according monocular distance PD
- ❑ marking line should overlap centre of pupil when looking straight
- ❑ ordering: measured prescription for distance correction and choose *support level +0.53D or +0.88D required*
- ❑ de-centering Optical Centre in downwards direction included

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Availability



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A wide range of possibilities

- ❑ Nulux Active vertical aspheric lenses are available in Eyas 1.60 and CR39 1.50
- ❑ ranges: S +6.00/-10.00 = C +4.00
- ❑ coatings: Super Hi-Vision (Eyas 1.60) – View Protect – Hi-Vision - Hard
- ❑ photo chromatic: Suntech Grey and Brown spin coating layer on Eyas 1.60
- ❑ prescription prism up to 5 prism dioptres per lens

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A wide range of support

- ❑ direct mail for consumer and companies/offices, triggering the human recourse managers
- ❑ POS: posters communicating several occupation disciplines and leisure time activities
- ❑ consumer ads
- ❑ consumer booklets & displays
- ❑ trial lens set: frame + trial lenses: +0.53D and +0.88D

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