

Kodak Total Blue™ Lens Innovation in Spectrum Protection



See the *Colors* of Life®



For the Patient

- Significantly reduces Harmful Blue Light exposure
 - Reduces potential eyestrain and eye fatigue caused by prolonged exposure to Harmful Blue Light
 - Provides UV Protection
 - Accommodates various viewing needs
 - Confidence and peace of mind that comes with the trusted Kodak brand name
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For the Practice

- Filters up to 80% of HEV Blue Light
- 100% Direct UV Protection
- Options for both indoor and outdoor activities
- Progressive, single vision and computer lens designs to accommodate a majority of patients
- Kodak brand name: exclusively available from independent eyecare professionals



Color Guard
LENS TECHNOLOGY

Color Guard Lens Technology™ is the proprietary process used in the creation of Total Blue Lenses. The combination of lens material and coating helps protect against UV rays and filters HEV Blue Light.





Total Blue Lens Filtering Harmful Blue Light

Technology has made a large impact, not only on how we communicate and keep in touch with the world, but also with the amount of devices and time we spend using them. The prevalence of blue-light emitting devices has introduced the potential for another level of vision protection.

Kodak Total Blue Lens delivers:

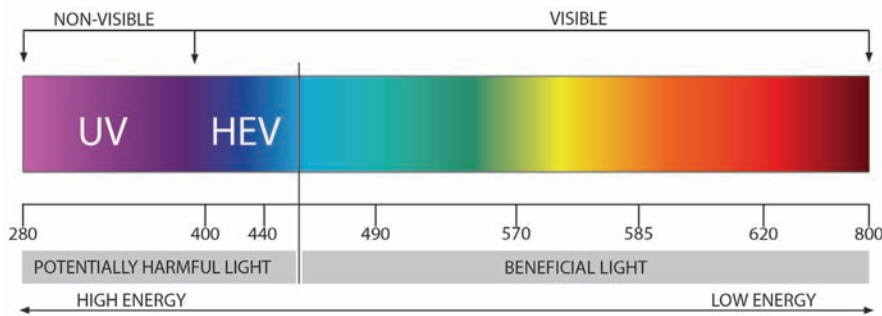
- **Blue Light Filtering:** Filters up to 80% of High Energy Visible (HEV) Blue Light*
- **UV Protection:** 100% protection from direct UV rays
- **Glare Reduction:** Provides protection from glare and reflections caused by digital devices (televisions, computer monitors, handheld devices), LED lighting and energy-efficient compact fluorescent lights (CFLs)
- **Object Recognition:** Helps with object recognition in low-light and night-driving conditions
- **Versatile Options:** Clear and polarized materials in progressive, single vision and computer lens designs
- **Brand Strength:** Kodak is one of the most trusted and recognized consumer brand names

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*HEV Blue Light designation as 380-440nm based on visible light spectrum of 380-780nm. *Review of Optometry*. February 2014

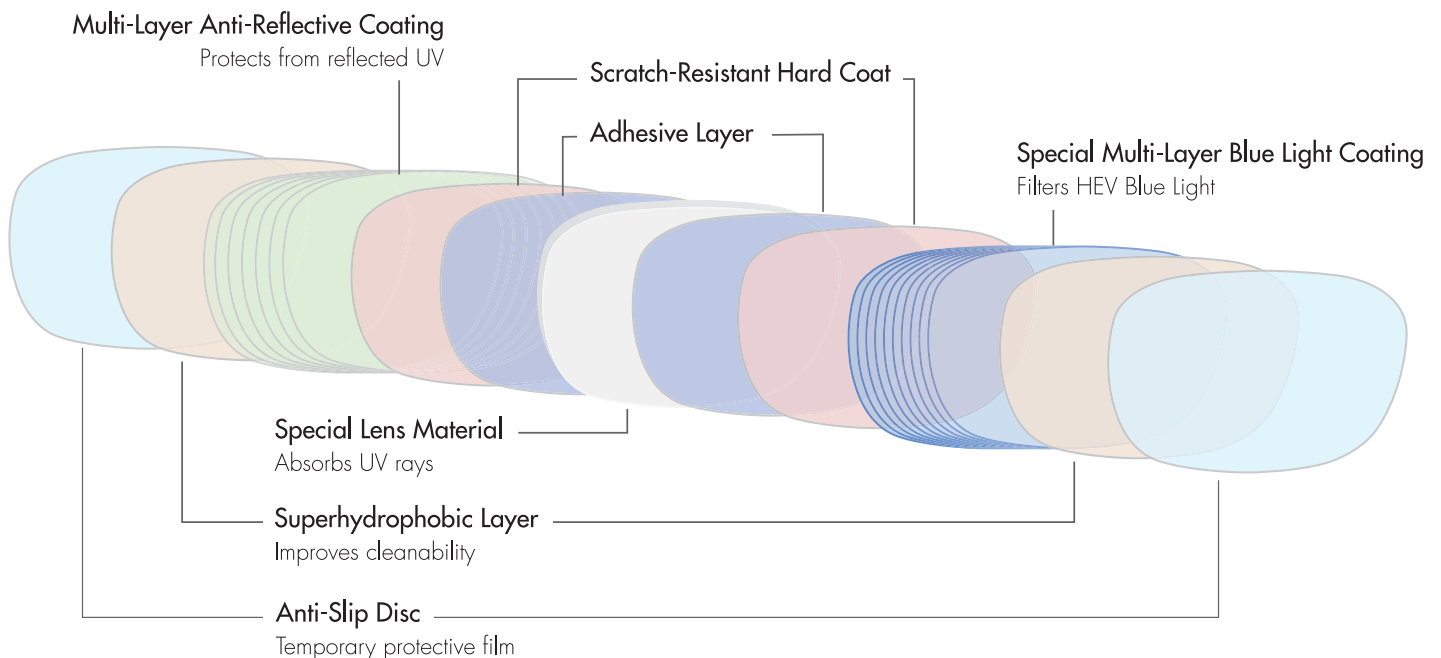
Understanding The Color Spectrum

Vision is made up of colors. To be more specific, vision is made up of a color spectrum. Each color is created by different energy wavelengths measured in nanometers (nm). The high energy end of the visible light spectrum is known as HEV Blue Light. It is the violet/blue band of the color spectrum and may have an impact on eyestrain and overall eye health.*



A Hybrid Offering for UV and Blue Light Management

Total Blue Lens is a hybrid of lens material and coating that filters HEV Blue Light and protects against UV rays. It starts with a special lens material** that is able to absorb 100% of UV rays. A hard coat is applied for scratch resistance. A special multi-layer blue light coating is applied to the front of the lens to help filter up to 80% of HEV Blue Light. Additional layers on the backside of the lens provide protection from potential reflected UV rays. A superhydrophobic layer is also added for easy-to-clean lenses.



*Vision Council, 2016 Digital Eye Strain Report

**Special lens material is only used in clear version of Total Blue Lens.

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Total Blue Lens filters HEV Blue Light prevalent in many digital devices including computer screens.

- Minimal residual color with a slight blue reflection
- Lens Design Options: Progressive, Single Vision and Computer/Task-Oriented



Total Blue Lens is also available in polarized options for outdoor eyewear.

- Polarized gray with blue mirror-like finish
- Lens Design Options: Progressive and Single Vision

Total Blue Lens Availability

		LENS MATERIAL						
		Clear			Polarized Gray			
	LENS DESIGN	1.56	1.67	1.74	1.50	Poly	1.67	1.74
PROGRESSIVE LENSES	Kodak Unique™ HD Lens	✓	✓	✓	✓	✓	✓	✓
	Kodak Unique Lens	✓	✓	✓	✓	✓	✓	✓
	Kodak Precise® PB Lens	✓	✓	✓	✓	✓	✓	✓
	Kodak Precise Short PB Lens	✓	✓	✓	✓	✓	✓	✓
	Navigator® FBS Lens	✓	✓	✓	✓	✓	✓	✓
	Navigator Short® FBS Lens	✓	✓	✓	✓	✓	✓	✓
	DiracTek™ Lens	✓	✓	✓	✓	✓	✓	✓
	DiracTek Short Lens	✓	✓	✓	✓	✓	✓	✓
COMPUTER/TASK-ORIENTED LENS	Kodak SoftWear® Lens	✓	✓					
SINGLE VISION LENSES	Kodak Digital Single Vision Lens	✓	✓	✓	✓	✓	✓	✓
	Single Vision Lens	✓	✓	✓	✓	✓	✓	✓



Your Success is **Our Goal.**

Supporting The Success of True Eyecare Professionals

Kodak Total Blue Lens is the blue light management lens offering from the **Kodak** Lens Professional Series.

Kodak Lens Professional Series allows independent eyecare professionals to offer patients a full portfolio of lens products. Patients must visit independent eyecare professionals in order to enjoy the outstanding quality of the **Kodak** Lens brand.



Kodak Total Blue Lens is exclusively available to **Independent Eyecare Professionals**

Learn more at
www.KODAKLens.com/PRO or
www.SignetArmorlite.com



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