



## KODAK Lens Professional Series delivers advanced technologies

If you demand quality results at the forefront of lens technology from a brand you know and trust, then KODAK Lens Professional Series is the choice for you.

Vision First Design™ Technology benefits include:

- Provides superior comfort
- Allows for natural eye movement
- Broad field of view in a clear distance area
- Provides sharp viewing in any direction
- Minimizes blurring or “swim effect”
- Results in faster adaptation and outstanding patient satisfaction

i-Sync™ Technology benefits include:

- More consistent optical performance over the range of prescription powers
- Increased clarity and reduced distortion
- Wider near-viewing for hyperopes
- Improved distance area for myopes
- Superb image quality in principal viewing areas
- Allows for flatter base curves

Color Guard Lens Technology®:

- Used to create KODAK Total Blue® Lenses - A hybrid of special lens material + unique anti-reflective coating to filter up to 80% HEV blue light between 380-440nm
- Minimal residual maintains color perception

Compatible with iPad®, KODAK Lens ids brings your practice to the next level by incorporating digital dispensing technology that is both easy and accurate. Patient education screens demonstrate the benefits of upgrade options.

With the help of this advanced measuring device, you're able to take point-of-wear measurements necessary to dispense with ease.

Watch a KODAK Lens ids video and more on the Signet Armorlite YouTube channel:  
[www.youtube.com/SignetArmorliteUS](http://www.youtube.com/SignetArmorliteUS)



## Get Cash Back for Your KODAK Progressive Lens Purchases

PracticePlus® is an ongoing practice-support program designed specifically for independent ECPs who prescribe KODAK Lens to their patients. The program provides cash rebates for every pair of KODAK Progressive Lenses dispensed and redeemed, along with other tools like dispenser training and lens demonstration materials, to help you build your practice.

We care about the success of your practice, and are committed to helping your business thrive!

Learn more at [www.practice-plus.net](http://www.practice-plus.net).



### Need KODAK Lens marketing materials?

We'll send them to you free of charge!

Log on to [www.SALitOnline.com](http://www.SALitOnline.com) and create an account to:

- Order free patient materials
- Download product information

Shipments are free of charge and you'll receive email tracking data for your orders.

Call us at 800-830.3995 for more information about KODAK Lenses or the PracticePlus Program.

**KODAK Lens**  
See the Colors of Life

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Signet Armorlite, Inc.  
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[www.Kodaklens.com/pro](http://www.Kodaklens.com/pro)



**KODAK Lens**  
PROFESSIONAL SERIES

Exclusively available to  
**Independent Eyecare Professionals**



**KODAK Lens**  
See the Colors of Life





# Supporting The Success of True Eyecare Professionals

**KODAK Lens Professional Series** is a direct result of our long-term commitment to support Independent Eyecare Professionals. Our decision to develop products and services exclusive to true eyecare professionals reflects our dedication to your success.

Your patients can count on cutting-edge technology, quality and proven performance prescribed with the skill and expertise only an Independent Eyecare Professional can offer.



KODAK Lens Professional Series allows you to offer your patients a full portfolio of lens products. Patients must visit independent eyecare professionals like you in order to enjoy customized service along with the outstanding quality of the KODAK Lens brand.

## The Power of The KODAK Brand

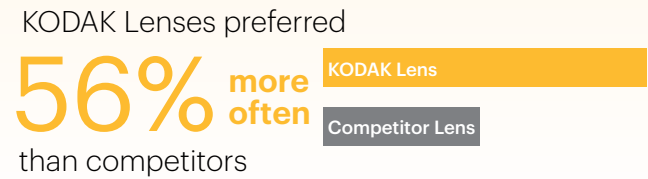
KODAK Lens carries one of the most recognized brand names in the world. The Kodak brand has been known for generations for quality, reliability and innovation.

### Patients prefer KODAK Lens

Your patients have a choice when selecting their eyewear. KODAK Lens Professional Series gives independent ECPs a high quality option to stand out from the crowd.

### KODAK Lens = Performance + Brand + Value

Results from a progressive lens wearer study indicate that **patients favor KODAK Lenses 2-to-1 over other lenses** tested based on visual performance, brand name recognition and sensible pricing.



# KODAK Progressive Lenses

## Full-Backside Designs

### KODAK Unique DRO® HD and Unique HD™ Lens

- Point-of-wear measurements for added patient customization

### ALL KODAK Unique and Unique DRO Lens designs offer:

- i-Sync™ Technology for clear sharp vision
- Vision First Design™ Technology for smooth transition between distance and near
- Wide distance vision
- Six corridor lengths (13-18mm)
- Minimum Fitting Height: 13mm
- KODAK Unique DRO includes Dynamic Reading Optimization® for enhanced reading and intermediate viewing zones

### KODAK Precise® PB and Precise Short PB Lens

- Vision First Design Technology
- Wide near zone promotes natural head and eye movement for up-close activities
- Binocular balance
- Minimum Fitting Heights: 17mm (Precise PB) and 13mm (Precise Short PB)

## Traditional Frontside Designs

### KODAK Precise Lens and Precise Short Lens

- Vision First Design Technology
- Comfortable viewing and fast, easy adaptation
- Minimum Fitting Heights: 17mm (Precise) and 13mm (Precise Short)

## Dual-Side Designs

### KODAK DSII™ Lens

- Dual-side progressive lens engineering
- Point-of-wear measurements
- i-Sync Technology and Vision First DS™ Technology
- Wide distance and large reading areas
- Six corridor lengths (13-18mm)
- Minimum Fitting Height: 13mm

## Traditional Frontside with Backside Enhancements

### KODAK Precise Digital and Precise Short Digital Lens

- i-Sync Technology and Vision First Design Technology
- Comfortable viewing and fast, easy adaptation
- Minimum Fitting Heights: 17mm (Precise Digital) and 13mm (Precise Short Digital)



# KODAK Lenses

## Single Vision Lens Design

### KODAK PowerUp® Lens

- Enhanced with power boost in the reading
- Pre-presbyope option for heavy computer and device screen viewing
- Available with blue light filtration

### KODAK Digital Single Vision Lens

- i-Sync Technology
- Flatter base curves allow for thinner, more flattering profiles
- Improved image quality

## Computer Lens Design

### KODAK SoftWear® Lens

- Task-oriented lens, designed for up-close activities including prolonged computer viewing
- Digitally-created, full backside design
- Optimized for a viewing distance of 24"

### Solutions for Digital Eyestrain and Eye Fatigue



Your patients have different lifestyle needs. KODAK Lens Professional Series offers a variety of materials to suit any lifestyle or vision correction need:

- Clear Plastic, Poly and Trivex®
- Mid-High Index (1.56 to 1.74)
- Polarized (Plastic to 1.74)
- Photochromic (Transitions® and PhotoViews™)
- High Energy Visible (HEV) Blue Light options
- Mirrored and Tinted

# KODAK Anti-Reflective Lenses

## Engineered for performance and protection

Recommended for all lens materials and patient lifestyles. Guaranteed performance over the life of the Rx.

- KODAK Clean&CleAR™ UV Lens
- KODAK Clean&CleAR Lens
- KODAK CleAR+ Lens

### NEW:

- KODAK Clean&CleAR UV with Silk
- KODAK Clean&CleAR with Silk



KODAK Anti-Reflective Lens Coatings have many benefits:

- UV Protection
- *Silk™* ultra-slick superhydrophobic top coat elevates cleanliness and durability
- Anti-Static properties repel water, dust and dirt
- Reduced eye strain and fatigue often related to glare from artificial lighting, tablets and computer screens
- Decreased nighttime reflections, especially when driving
- Virtual elimination of unsightly reflective glare
- Lens protection from scratches