



**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.



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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 Lenses preferred





## **KODAK** Progressive Lenses

### **Premium Digital 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
- Widest selection of lens materials



#### **Dynamic Reading Optimization®:**

- Wider reading area for strain-free viewing at multiple near distances
- Improved intermediate for comfortable vision

### **Mid to Entry Level Designs**

#### **KODAK Precise® and Precise Short Lens**

- Vision First Design Technology
  - Binocular balance
  - Natural head and eye movement
  - Minimum Fitting Heights: 17mm and 13mm
- 1. KODAK Precise Plus/Precise Short Plus:**
    - Gentle cylinder distribution for more comfortable near viewing
  - 2. KODAK Precise PB/Precise Short PB:**
    - Ideal value progressive in a 2-tier offer
    - Wide range of lens materials for every lifestyle

#### **KODAK Easy Lens**

- Balanced first progressive
- Easy to adapt to
- Ideal for bifocal conversions
- Minimum Fitting Heights: 18 and 14mm

### **Traditional Frontside Designs**

#### **KODAK Precise Lens and Precise Short Lens**

- Vision First Design Technology
- Comfortable viewing and fast, easy adaptation
- Minimum Fitting Heights: 17mm and 13mm
- Ideal for integrated retailers and small labs

# 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 to High Index (1.56 to 1.74)
- Polarized (Plastic to 1.74)
- Photochromic
- 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 provide:

- UV Protection
- *Silk*™ ultra-slick superhydrophobic top coat elevates cleanliness and durability
- Anti-static properties repel dust and dirt
- Reduced eyestrain and eye fatigue often related to glare from artificial lighting, tablets and computer screens
- Decreased nighttime reflections, especially beneficial when driving
- Reduced unsightly reflective glare on lens
- Scratch protection
- Repel water, oil and smudges

Powered by **Silk**™



## 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



**Color Guard**  
LENS TECHNOLOGY

# 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 PracticePlus.



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

