



**Signet Armorlite Introduces KODAK Unique DRO™ Progressive Lens -  
Modernizing The KODAK Unique Lens Design**

Carlsbad, CA (April 18, 2018) - Signet Armorlite, Inc. (SA) is excited to announce the addition of **Kodak** Unique DRO™ Progressive Lens to the **Kodak** Lens Professional Series.

With the increasing use of digital devices, it has become important to have a lens that supports prolonged, comfortable use of the reading area. **Kodak** Unique DRO Progressive Lens is specifically designed to provide incredible vision at all distances while optimizing the reading zone to support prolonged viewing of mobile devices.

**Kodak** Unique DRO Progressive Lens builds upon the outstanding features and benefits of **Kodak** Unique Lens including a full backside progressive lens design, Vision First Design™, i-Sync™, 6 corridor lengths and availability in 60+ materials. And to accommodate the increased use of the reading area for mobile devices, **Kodak** Unique DRO Lens introduces Dynamic Reading Optimization™ (DRO). This new technology improves the overall optical performance of the lens while significantly reducing oblique astigmatic errors in the reading area. When compared to the **Kodak** Unique Lens, **Kodak** Unique DRO Lens increases the effective reading area an average of 17% and decreases total oblique astigmatic errors in the reading zone an average of 54%. **Kodak** Unique DRO Progressive Lens allows the eyes to comfortably focus in the reading area for longer periods of time.

**Kodak** Unique DRO HD Progressive Lens is also available. The 'HD' stands for 'High-Definition' and includes measurements to adapt the lens to the individual patient's viewing needs. Depending on frame style and wearing habits along with prescription and viewing distances, **Kodak** Unique DRO HD Lens can dramatically improve the patient's viewing experience.

**Kodak** Unique DRO and Unique DRO HD Progressive Lenses is offered in addition to **Kodak** Unique and Unique HD Progressive Lenses. As part of the **Kodak** Lens Professional Series, **Kodak** Unique DRO and Unique DRO HD Lenses are available exclusively to independent ECPs. To learn more about **Kodak** Unique DRO Lens or the **Kodak** Lens Professional Series, please visit [www.SignetArmorlite.com](http://www.SignetArmorlite.com) or [www.kodaklens.com/pro](http://www.kodaklens.com/pro). To order **Kodak** Unique DRO Lens product literature, please visit [www.salitonline.com](http://www.salitonline.com).

**About Signet Armorlite, Inc.**

Signet Armorlite, Inc. is celebrating its 70th anniversary. The headquarters and lens technology center, Signetek™, are located in Carlsbad, California. Signet Armorlite holds the worldwide distribution license for KODAK Lens.



Signet Armorlite, Inc.

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