



KODAK Lens
PROFESSIONAL SERIES

Performance Lens Designs with an Iconic Consumer Brand Name



KODAK Lens
See the Colors of Life





Supporting The Success of Eyecare Professionals

KODAK Lens Professional Series is a direct result of our long-term commitment to innovation and advanced technologies in support of Optometry. We are dedicated to your success and your patients' vision.

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

The KODAK Lens Professional Series allows you to offer your patients a full portfolio of lens products including:

- Progressive, computer, anti-fatigue and single vision lens designs
- Clear, photochromic, polarized, mirror and blue-violet light filtering options
- Plastic to 1.74 indexes

*licensinginternational.org/about/excellence-awards/2023-awards-winners

The Power of The KODAK Brand

For over 100 years, the Kodak brand has been recognized for quality, reliability and innovation.

In 2023, we are celebrating Kodak receiving the prestigious Best Brand: Corporate Award from the Licensing International Organization*.



Likewise, 2023 marks the 30th Anniversary of the KODAK Lens brand in optical, thanks to your preference.

Patients know the Kodak name

Your patients have a choice when selecting their eyewear. While there are many well-known frame brands, KODAK Lens stands out when discussing lens options. Distinguish yourself by offering your patient a brand name they know and trust.

KODAK Lens = Performance + Brand + Value



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KODAK Progressive Lens

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 violet 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)
- Transitions® (iconic and style colors)
- XTRActive® New Gen and polarized
- 2 Levels of high energy blue violet light filtration options
- Mirrors

KODAK Anti-Reflective Lens

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

Premium:

- 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 blue hue anti-reflective coating to filter up to 80% of high energy blue-violet light between 380-440nm indoors and outdoors
- Minimal residual maintains color perception



Color Guard
LENS TECHNOLOGY

* youtube.com/watch?v=9ZdRn6C6qPk

Get Rewarded 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. As of June 1, 2023, the program migrated to the rewards.essilorusa.com platform to offer you these extra benefits:

- **No more claim forms** - eligible jobs are automatically captured through the platform*
- KODAK Progressive Lenses earn points that can be combined with Essilor Preferred Rewards (EPR) points to **maximize your redemption value**
- Total points earned can be **redeemed for cash rebates** or anything else on the EPR catalog, such as: office supplies, equipment, apparel and merchandise on the EPR catalog
- Best of all, PracticePlus points/pair **value remains the same** - the highest in optical!

But, you must be enrolled in the EPR program and re-enroll in the PracticePlus offer on the rewards.essilorusa.com website. Don't lose out, enroll today! Check the website Terms and Conditions for complete details.

For more information visit **www.practice-plus.net** or call 800-830-3995.

Need KODAK Lens marketing materials?

Log on to **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.



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800.830.3995
www.signetarmorlite.com
www.Kodaklens.com/pro



* Eligible KODAK Progressive Lens pairs are captured from streamlined data submitted to a third party by EPR-enrolled labs. See the latest lab list at: rewards.essilorusa.com/laboratories.

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