

Multigressiv MyView[®]

The new standard in quality for customized progressive lenses



R
RODENSTOCK

Multigressiv MyView®. A proven product made even better

Rodenstock sets a new standard in progressive lenses. Rodenstock's Multigressiv^{LT}, one of the world's first free-form progressive lenses, has been dramatically improved. The name of the new lens: Multigressiv MyView®.

With its innovative technology, the Multigressiv MyView® easily holds up against competing products, even those in the premium category. In fact, it sets new standards in the field of customized progressive lenses.

Multigressiv MyView® is based on the Rodenstock Design Philosophy following the Perfect Balancing principle.

While the market generally differentiates between "soft" and "hard" progressive designs, Rodenstock redefines this traditional categorization.

Rodenstock combines and balances the positive aspects of all design principles to give wearers optimum vision. Building on decades of experience in progressive lens research, Rodenstock has continuously refined and improved this "Perfect Balancing" principle. Rodenstock has registered over 30 patent families pertaining to progressive lenses in the last 10 years alone.

That's why every Rodenstock progressive lens represents perfect balance and ensures:

- Optimal vision zones
- Optimal binocular properties
- Optimally dynamic vision

Multigressiv MyView



Multigressiv MyView®. News standard for progressive lenses

The technologies:

Multigressiv MyView® is the only progressive lens in this category with:

- Unique Customization
- PD-optimized inset
- Free-form technology
- Optimization using wave-fronts
- Optimized for high order aberrations
- 3 progressive zone lengths

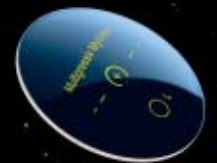
Multigressiv MyView® advantages:

- Even better vision in near and intermediate zones thanks to individual PD
- Very good, spontaneous compatibility
- A safe and problem-free high-tech brand product
- Unique: all progressive zone lengths are available up to adds of 3.5
- 3 progressive zone lengths for very flexible frame selection
- Good earnings potential

Multigressiv MyView® offers exceptional selling points:

- Specifically tailored to the eye's natural movements for near vision thanks to individual PD
- Large fields of view for natural vision
- Optimized to your customers' vision requirements
- Spontaneous comfort, immediately compatible thanks to ideally balanced vision zones
- Outstanding look with aesthetic, thin lenses

Ideal for brand-conscious, medium- to high-income customers who value quality. Transition product for customers wearing customized products from competitors.



Unique Customization – tailor-made for your Customers

Our research always focuses on people. Rodenstock's Unique Customization ensures that every Impression FreeSign®, Impression® and Multigressiv MyView® progressive lens is customized to a customer's individual needs.

In developing a progressive lens, we first establish the desired visual experience. Once we have the wearer's individual information, we calculate and optimize the final lens design.

The benefits for your customers:

- Optimal vision zones
- Excellent wear and visual comfort
- Aesthetic and optical perfection

The combined advantages of Unique Customization:

Only Rodenstock is able to combine complex data processing with wave-front technology to optimize progressive lenses in real time.

Step 1

Refraction and order including all individual parameters from Rodenstock

Rodenstock
with
Unique
Customization

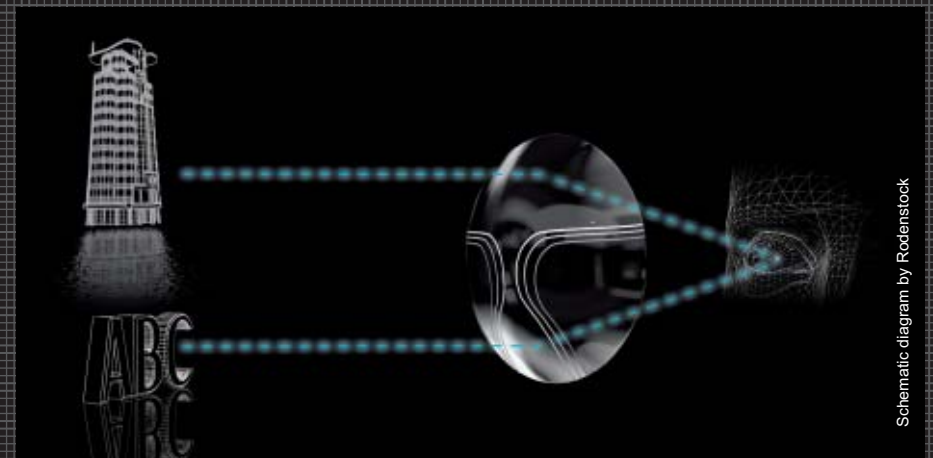


Refraction data and individual parameters

	2.00	1.00	35	4.00	45	2.00

Conventional
without
Unique
Customization

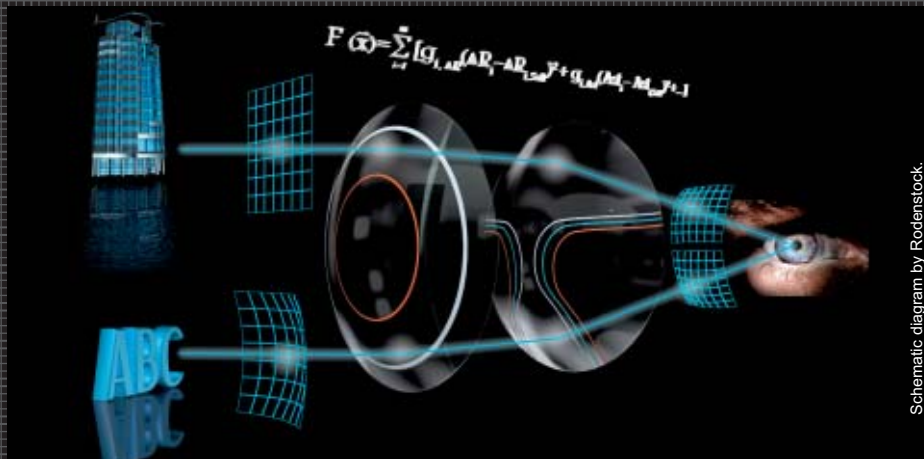
Pre-designed progressive design and fixation for many power combinations



Schematic diagram by Rodenstock

Step 2

Calculating and optimizing the ideal progressive and RX surface specifically for this customer



Step 3

ILT surface produced according to the Unique Customization method (100% precise match to the order)



Refraction and order from the manufacturer

Refraction data

	⊖	⊞	△	▽	⊕	+
☰	2.00	1.00	35	4.00	45	2.00

Matching and assignment of ordered values with fixed progressive design for producing the surface



Free-form technology – outstanding production engineering

Free-form technology finally allows progressive lenses to be produced with the highest level of customization.

As one of the pioneers of this technology, Rodenstock was already setting the standard in 2000 with its CNC precision machines and operating software developed in-house.

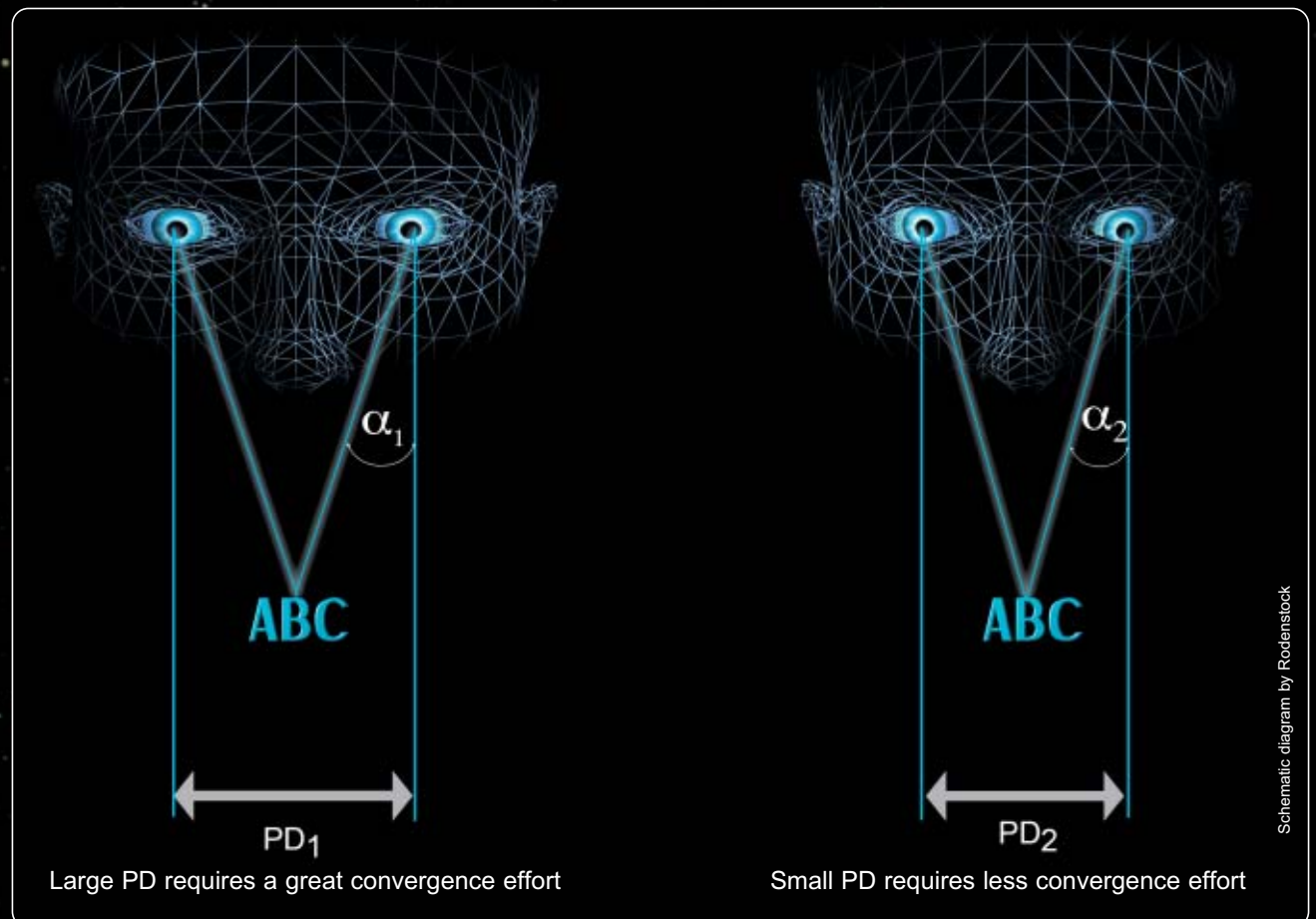


Individualized pupil distance – tailored for perfect vision

The convergence effort for near vision is directly dependent on one's individual pupil distance. If desired, the Multigressiv MyView® can be customized by specifying the pupillary distance.

Advantages:

- Free, PD-optimized inset
- Perfect position for near and intermediate distances
- Harmonized near vision
- Ideal binocular overlapping of the field of vision in near and intermediate zones



Rodenstock GmbH
Isartalstrasse 43
80469 Munich
Germany
www.rodenstock.com