

CONVENTIONAL VS. DIGITAL LENSES

Today's advancing technology in digital optical lenses gives you **more options than conventional** style lenses.

DIGITAL LENSES ARE SIMPLY BETTER

Digital lenses can be fully personalized using your individual measurements to offer increased benefits such as:

- **Better vision in all gaze directions**
- **Optimized lens performance**
- **Fewer frame limitations**

Ask your eyecare professional about personalized digital lenses.

CONVENTIONAL VS. DIGITAL LENSES WHICH WOULD YOU CHOOSE?

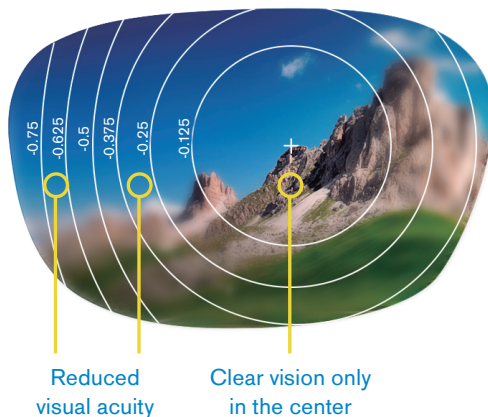




Why is it so important to have personalized digital lenses?

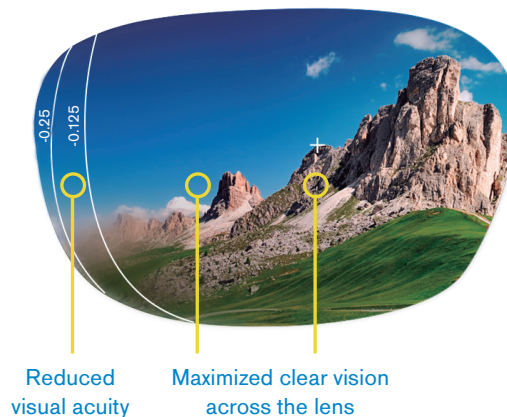
Personalization can make a big difference in ophthalmic lenses. When a lens is optimized for a single wearer, the **best possible optics** are achieved. You will perceive a **wider visual field** and experience the **best quality of vision and superior comfort**.

CONVENTIONAL LENSES



- Clear vision only at the center
- Reduced visual field
- Visual acuity decreased when looking peripherally

DIGITAL LENSES



- Clear vision from center to edge
- Maximized visual field
- Maximum visual acuity throughout the entire lens