

Press Information

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Mahwah, NJ—January 1, 2014— Seiko Optical Products of America, the inventor and pioneer in digital ophthalmic lens technology introduces SEIKO Superior, SEIKO's most advanced and precisely customized dual patented 100% internal free-form design.

Most progressive lenses offer only a “one size fits all” approach to vision correction which may not be ideal for the patient’s actual visual needs. SEIKO Superior is an “ultra-personalized lens” that starts with 3 unique designs that are prioritized to match the patient’s lifestyle. Once the patient’s ideal visual needs are determined ECPs can choose from 11 different corridor lengths (8mm to 18mm), accommodating nearly every size and shape frame, even the smallest fashion friendly eyewear. Superior also offers 51 options for the near zone inset (0mm to 5.0mm) and 21 options for frame pantoscopic tilt (0° to 20°) to completely personalize their lenses. Superior is available in a wide variety of materials and coatings with add powers from +0.50 to +4.00 (8 & 9mm corridors to +3.00). The Superior design also processes convex curves onto the concave back surface of the lens, permitting the use of flatter base curves on plus power prescriptions. The result is lenses which are up to 25% flatter in profile, even when compared to our other free-form designs.

SEIKO Superior features patented 100% internal free-form technology with 3 optimized lens designs.

- Superior B – Outstanding Balance
- Superior N – Comfortable Near Vision
- Superior F – Clear Far Vision

Michael Rybacki, Senior Vice President of Sales and Marketing stated, “Most progressive lenses have only one design, the Superior product encompasses three separate ones. They’re chosen based on the patient’s

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lifestyle and occupational needs. Most patients will get Superior B: Balanced design, the “optimal blended-type design,” but architects, seamstresses and others working up close would get Superior N: Near Zone Priority. Similarly, landscapers, truck drivers, heavy equipment operators and others where distance vision is especially important would get Superior F: Far Zone Priority.”

They are the “go-to” lens for sensitive wearers and those with demanding visual needs alike. With Superior it is possible to create an almost infinite number of optimized designs incorporating the patient's unique data. Superior’s advanced, totally customizable designs guarantee the best vision for every patient every time.

For further information or to learn more about Superior or other Seiko Products, please contact Seiko Optical Products of America at 800-235-5367 or visit the website at www.seikoeyewear.com

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