

OptiPRODUCTS

Essilor offer ultimate in high vision precision

Essilor Ltd have announced the launch of AVA (Advanced Vision Accuracy), an integrated solution made possible by the introduction of the Vision-R800 phoropter by Essilor Instruments. The integration combines breakthrough refraction technology to make the prescription more precise with premium lens designs to create the most advanced vision experience for the wearer.

The Vision-R800 offers subjective refraction in 0.01D steps with instantaneous changes of sphere, cylinder and axis at the same time to offer unparalleled accuracy. The precise Rx can then be delivered through Essilor's premium digital lens designs: Varilux X series, Varilux Physio 3.0 and Eyezen. The wearer will benefit from the full potential of their unique vision rather than the standard 0.25D.



There are a range of purchase options available including rental and lens commitment packages. Each purchase comes with a fully funded marketing support package which is completely personalised for the ECP.

UK managing director Tim Precious said: 'Essilor research shows that 95 per cent of the population have more sensitive vision than the current correction steps of 0.25D allow for. This new lens calculation system now targets 0.01D prescription in each lens optimisation point. We are challenging vision correction standards that have been used for over a century. We have analysed over 100,000 vision parameters over five years of research to create this solution'.

For further details visit:
www.essilor.co.uk

Lunor A10 collection

The angular models of the A10 frame collection by Lunor captivate with their straight but accentuated design.

Nose bridge and spectacle frame form a stylish frame with precise and edged lines. The saddle bridge is sitting self-confidently and clearly shaped on its wearer's nose. The rivet hinges give emphasis and the typical Lunor look.



For further details visit: www.lunor.com

Measuring vertex distance

With awareness of vertex distance when fitting a patient with high minus or plus over 5 D, the trial lens can be a greater distance from the patient's pupil than the actual lens in the eyewear.

That difference in distance will change the effective power of the lens impacting the patient's visual acuity. That distance can be compensated for by using the Vertex distometer available from Western Optical Supply.



With the patient's eyes closed, the cupped tip is allowed to rest on the upper eyelid. The second arm is then extended until it contacts the minus side of the spectacle lens. The measurement is compared to that taken while the patient was wearing the trial lens on the compensation scale, determining the appropriate modification to the Rx.

For further details visit: www.WesternOptical.com

MIC-Made in Cadore limited edition

MIC-Made in Cadore, a collection by Imagine98, has launched a limited-edition style dedicated to Tiziano Vecellio (Titian), one of the most renowned 16th century Italian artists and master interpreter of Venetian Renaissance culture.

Skillfully designed by Tiziano Tabacchi and available in only 200 pieces, Tiziano sunglasses celebrate Titian and his birthplace, Pieve di Cadore, re-asserting the strong bond between the brand, its homeland and its manufacturing tradition. The MIC collection is distributed by Imagine98.



For further details visit: www.micmadincadore.it