



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 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 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

Kodak LENS INTELLIGENT DISPENSING SOFTWARE **ids**

Compatible with the latest version of the iPad®, KODAK Lens Intelligent Dispensing Software (ids) brings your practice to the next level by incorporating digital dispensing technology that is both easy and accurate.

With the help of this advanced measuring device, you're able to take point-of-wear measurements necessary to dispense with ease.

You're invited to view a video about KODAK Lens ids on the Signet Armorlite YouTube channel: www.youtube.com/SignetArmorliteUS

Get Cash Back for Your KODAK Progressive Lens Purchases



PracticePlus

PracticePlus® is an ongoing practice-support program designed specifically for independent ECPs who prescribe KODAK Lens to their patients. The program provides cash back for every pair of KODAK Progressive Lenses purchased and redeemed, along with other tools like dispenser training and lens demonstration materials, to help you build your practice.

We care about the success of your practice, and are committed to helping your business thrive!

Learn more at www.practice-plus.net.

Need more KODAK Lens marketing materials?

We'll send them to you free of charge!

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 also receive email tracking data for your orders.



For more information, find us here: www.kodaklens.com/pro

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Signet Armorlite, Inc.
5803 Newton Drive, Suite A
Carlsbad, CA 92008
800-759-0075
www.signetarmorlite.com



Exclusively available to
Independent Eyecare Professionals



See the *Colors of Life*®



Single Vision Lens Design

KODAK Digital Single Vision Lens

- i-Sync Technology
- Flatter base curves allow for thinner, more flattering profiles
- Improved image quality
- Available in a wide range of lens materials

Computer Lens Design

KODAK SoftWear® Lens

- Vision First Design Technology
- Task-oriented lens, designed for up-close activities including prolonged computer viewing
- Digitally-created, full backside design
- Optimized for a viewing distance of 24"

Your patients have different lifestyle needs. KODAK Lens Professional Series offers a variety of materials to suit any lifestyle or vision correction need:

- Clear Standard, Poly and Trivex®
- High Index (1.60 and higher)
- Polarized (Standard to 1.74)
- Photochromics, including Transitions® Signature® and PhotoViews™
- Mirrored and Tinted

Supporting The Success of True Eyecare Professionals

KODAK Lens Professional Series is a direct result of our long-term commitment to support Independent Eyecare Professionals. Our decision to develop products and services exclusive to true eyecare professionals reflects our dedication to your success.

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



KODAK Lens Professional Series allows you to offer your patients a full portfolio of lens products. Patients must visit independent eyecare professionals like you in order to enjoy customized service along with the outstanding quality of the KODAK Lens brand.

The Power of The KODAK Brand

KODAK Lens carries one of the most recognized brand names in the world. The Kodak brand has been known for generations for quality, reliability and innovation.

Patients prefer KODAK Lens

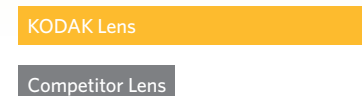
Your patients have a choice when selecting their eyewear. KODAK Lens Professional Series gives independent ECPs a high quality option to stand out from the crowd.

KODAK Lens = Performance + Brand + Value

Results from a progressive lens wearer study indicate that patients favor KODAK Lenses 2-to-1 over other lenses tested based on visual performance, brand name recognition and sensible pricing.

KODAK Lenses preferred

56% more often than competitors



KODAK Progressive Lenses

Full-Backside Designs

KODAK Unique™ HD Lens

- Point-of-wear measurements for added patient customization

BOTH KODAK Unique HD Lens and Unique Lens designs offer the following:

- i-Sync Technology and Vision First Design Technology
- Wide distance vision
- Available in more than 50+ major lens materials
- Six corridor lengths (13-18mm)
- Minimum Fitting Height: 13mm

KODAK Precise® PB Lens and Precise Short PB Lens

- Vision First Design Technology
- Wide near zone promotes natural head and eye movement for up-close activities
- Smooth transition between distance and near viewing zones
- Available in most widely used lens materials
- Minimum Fitting Heights: 17mm (Precise PB) and 13mm (Precise Short PB)



Dual-Side Design

KODAK DSII™ Lens

- Dual-side progressive lens engineering
- Point-of-wear measurements for added patient customization
- i-Sync Technology and Vision First DS™ Technology
- Wide distance and large reading areas
- Available in 26 lens materials
- Six corridor lengths (13-18mm)
- Minimum Fitting Height: 13mm

Traditional Frontside with Backside Enhancements

KODAK Precise Digital and Precise Short Digital Lenses

- i-Sync Technology and Vision First Design Technology
- Comfortable viewing and fast, easy adaptation
- Minimum Fitting Heights: 17mm (Precise Digital) and 13mm (Precise Short Digital)

Traditional Frontside Designs

KODAK Precise Lens and Precise Short Lens

- Vision First Design Technology
- Comfortable viewing and fast, easy adaptation
- Available in most widely used lens materials
- Minimum Fitting Heights: 17mm (Precise) and 13mm (Precise Short)



KODAK Lens Professional Series includes Anti-Reflective Lens Coatings

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

Engineered for both performance and protection, KODAK Anti-Reflective Lens Coatings have many benefits:

- UV Protection
- Super-slick hydrophobic top coat makes cleaning easy
- Anti-Static properties repel water, dust and dirt
- Reduced eye strain and fatigue often related to glare from artificial lighting, tablets and computer screens
- Decreased nighttime reflections, especially when driving
- Virtual elimination of unsightly reflective glare
- Lens protection from scratches