



10 reasons to choose **KODAK Lens**



KODAK Lens

1. A brand that is loved

KODAK SCORES HIGHEST ACROSS THE 4 CONTRIBUTING FACTORS OF BRAND LOVE

		Polaroid		<i>Coca-Cola</i>
Nostalgia	69%	54%	13%	28%
Affection	54%	36%	37%	37%
Love	49%	33%	48%	51%
Warmth	54%	40%	35%	34%
Total	57%	41%	33%	38%

I grew up with
KODAK and I have fond
memories of the brand

Female 45-54 USA

I love Kodak products

Male 55-64 UK

2. Appealing Simple Affordable Solutions



3. Color Technology since 1935



Teams for Color

For the finest in color transparencies or prints, team one of these fine Kodak cameras with one of the dependable Kodak color films shown here alongside it. Then call your shots. You're the captain of the team.

For versatility—big $2\frac{1}{4} \times 2\frac{1}{4}$ transparencies, miniature transparencies, superb color negatives and color prints—choose the new Kodak Chevron Camera. The Kodak Ektar Lens $f/3.5$, *Lumenized*, will give you exquisite color and sharpness. The Kodak Synchro Rapid 800 Shutter has ten speeds, 1 second to $1/800$, plus "B." Ball-bearing lens mount, thumb lever film advance, unusually accurate coupled rangefinder. A connoisseur's instrument, \$215. Adapter for miniature (No. 828) film, \$4.75.

For precision—and miniature transparencies of unsurpassed sharpness and color purity—pick the famous Kodak Signet 35 Camera, with Kodak Ektar $f/3.5$ Lens, *Lumenized*. Has coupled, combined range- and viewfinder, ball-bearing lens mount, Kodak Synchro 300 Shutter with speeds to $1/300$ second. Price, a modest \$92.50.

For thrift—in a complete kit for color, day or night—choose the Kodak Town & Country Outfit, including the smart and efficient Kodak Bantam RF Camera, matching Field Case, and Flashholder. The Bantam RF has coupled rangefinder-viewfinder, *Lumenized* Kodak Ektanon Lens $f/3.9$, $1/300$ shutter, ball-bearing lens mount. Complete outfit, \$78.50.

Review these capable color teams at your Kodak dealer's. Let him help you choose the one that matches your photographic ambitions and your budget.

Prices include Federal Tax and are subject to change without notice.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Kodak

4. Happy moments

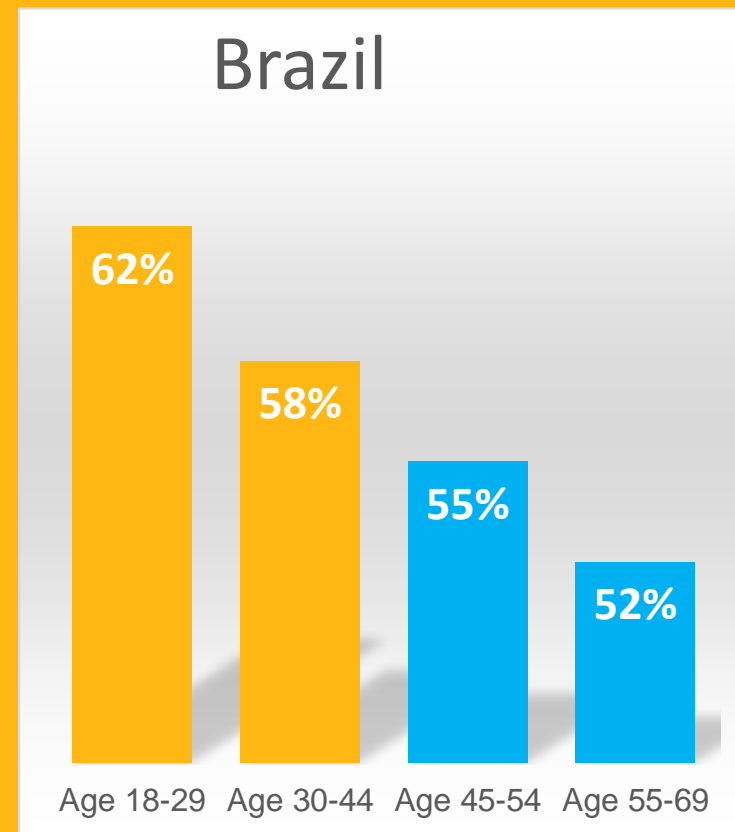
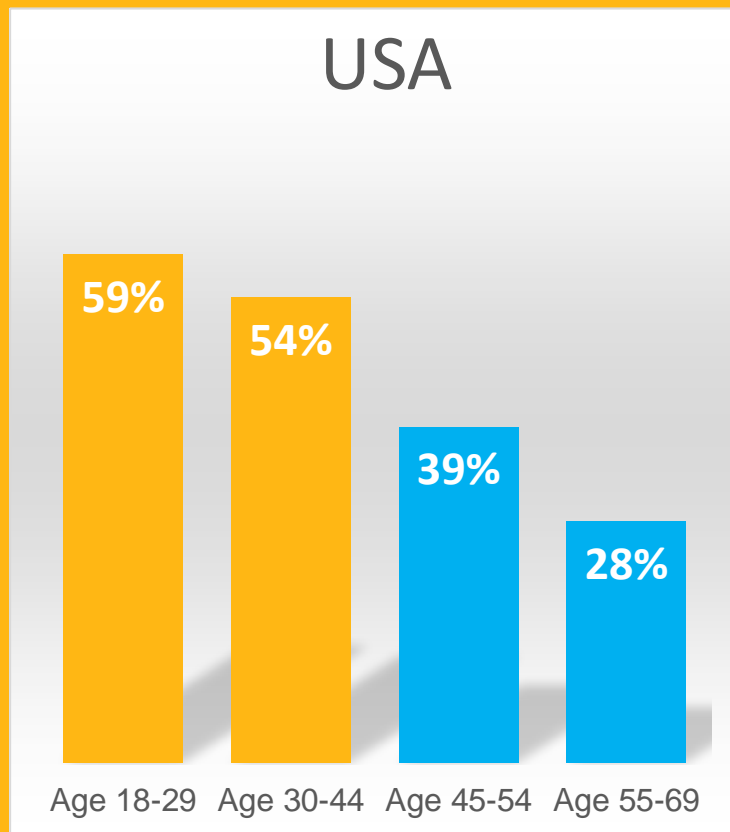
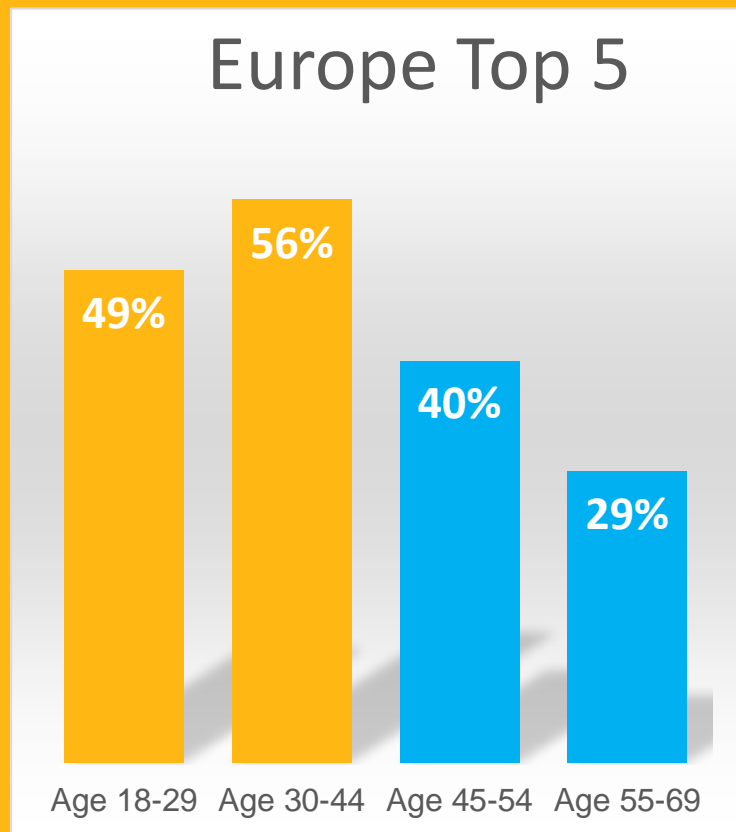


5. Bringing Generations together





6. A brand with purchase intent



47% brand awareness with 18-24 year olds

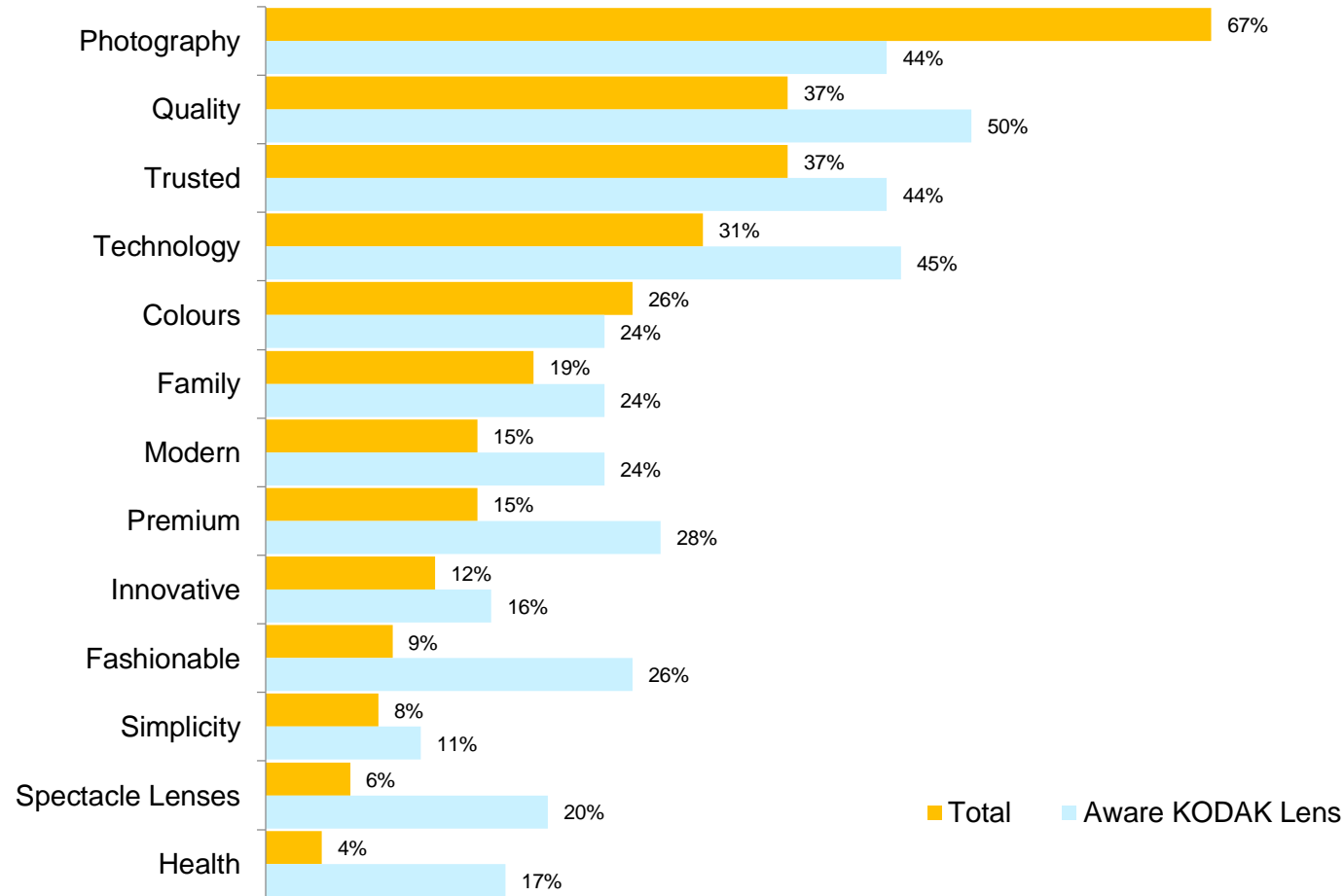


7. A brand that resonates



KODAK Lens

Perceptions of the brand



KEY INSIGHTS

17% of the respondents were aware that KODAK Lens is a spectacles lenses manufacturer.

Those aware that KODAK Lens is an optical lens brand scored the brand higher in quality, trust and technology.



8. A brand well positioned



KODAK Lens

Seeing sharp, vivid colors is key
for a great quality of vision

We are committed to using the latest optical innovations
to help you see the colorful moments in your life

See the Colors of Life



9. A brand with innovation



KODAK Lens



KODAK Unique II Lens

Be Unique in your modern world



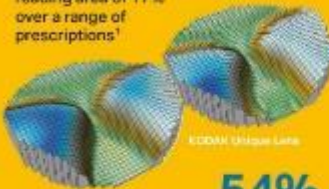
60% of respondents stated if they could improve their current lenses - it would be to improve the performance of the reading area.

Dynamic Reading Optimization™ (DRO)

Improves the overall optical performance of the lens while significantly reducing oblique astigmatic errors in the reading area.

17%

An average increase in effective reading area of 17% over a range of prescriptions¹



KODAK Unique II Lens

54%

An average of 54% reduction in total oblique astigmatic errors in the reading zone²

The best performance in the viewing distance is reached by localizing the necessary adjustments. To better target the needed corrections for each viewing area, software splits the lens into three areas: distance, intermediate and near. Once individual viewing areas are adjusted, the three areas are merged back to create a highly-optimized viewing experience.

This technology greatly reduces off-axis viewing, allowing the eyes to focus in the reading area for longer periods of time. For certain prescriptions, DRO virtually eliminates oblique astigmatism.

¹Based on an analysis of KODAK Unique II Lens compared to KODAK Unique I Lens as lens design during DRO activation, with prescriptions ranging from -6.00 to +6.00 D. Results were determined as the area having a 17% increase in DRO only in astigmatism.

²Based on an analysis of KODAK Unique II Lens compared to KODAK Unique I Lens as lens design during DRO activation, with prescriptions ranging from -6.00 to +6.00 D. Results were determined as the reduction in total oblique astigmatism ranging from 54% to 56% in the reading zone.

Proven Performance with Innovative Technologies

Real Life Wearer Trials*

KODAK Unique II Lens compared to existing KODAK Unique I Lens wearers



88% of respondents now rate their distance vision as Good or Excellent.



93% of respondents now rate their intermediate vision as Good or Excellent.



88% of respondents now rate their reading vision as Good or Excellent.

Of those who expressed a preference between their current pair and new KODAK Unique II Lenses:

81% preferred the new KODAK Unique II Lens



*Real Life Wearer Trials

Results are from a study involving 42 participants that compared KODAK Unique II Lens design vs. KODAK Unique I Lens design.

Vision First Design™

Vision First Design Technology increases prescription accuracy with an incredibly smooth gradation of power across the lens surface that eases the wearer's adaptation resulting in clear, comfortable vision.

A broad field of view in a clear distance area. Smooth gradation of power across the surface of the lens to ease patient adaptation. Gentle binocular balance for quick, clear object recognition.

i-Sync™

i-Sync Technology elevates the level of optical performance by maximizing clarity in the peripheral areas of the lens and reducing distortion to the lens edge.

- More consistent optical performance over the range of prescription power
- Wider near viewing areas for hyperopes
- Improved distance area for myopes
- Improved image quality in principal viewing areas
- Flatter base curve capabilities

"I just think they are really good."

You don't notice the transition between distances. Overall I am really pleased and I've noticed the difference."

Marion Miles

Wearer progression for 5+ years
Wearer Study Participant



KODAK Lens



KODAK PowerUp™ Lens

Still working, still smiling



- Targeted vision support for extended digital device usage
- Advanced technology, simplified
- Three levels of advanced reading support
- Materials for all lifestyles
- A brand name patients know and trust

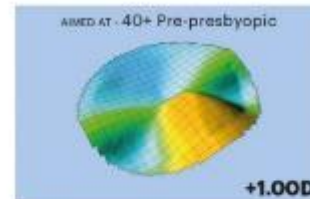
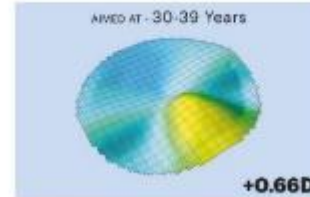
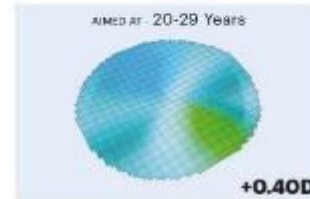
Three Levels

Generally younger patients' eyes are stronger and need less support for doing near tasks, therefore a 0.4 boost is ideal. For those experiencing the onset of presbyopia, a stronger boost is recommended.

KODAK PowerUp Lens is also for patients who do not normally wear prescription lenses, but have regular extended near viewing. KODAK PowerUp Lens gives them that little boost to keep their eyes fresher for longer.

KODAK PowerUp Lens simplifies the process of dispensing by offering three levels of powering up the reading area.

- 20-29 years = +0.40D add
- 30-39 years = +0.66D add
- 40-45 years = +1.00D add



All add powers are suggestions and left to the discretion of the DCP.



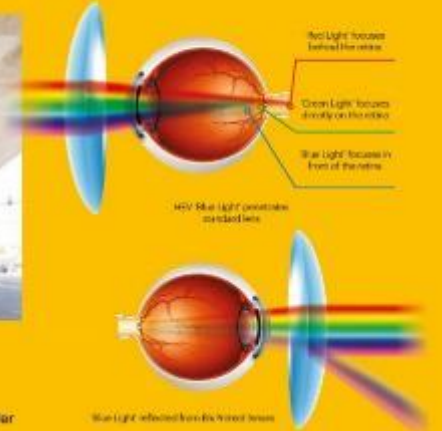
Offer The Ultimate Protection

For the ultimate package to protect and offer prolonged relaxed vision for your patients, why not upgrade their KODAK PowerUp Lenses with our KODAK BluProtect™ Lens Coating.

KODAK BluProtect Lens

Limit Potentially Harmful Blue Light Exposure

KODAK BluProtect Lens Coating takes a sophisticated approach to filtering the 'Blue Light' emitted by artificial lighting and digital devices without distorting color vision.



The aim of KODAK BluProtect Lens Coating is to improve visual performance and eye protection with an advanced anti-reflection technology, allowing wearers to enjoy the following benefits:

- Clearer and sharper vision
- Improved visual comfort and performance
- Relaxed vision over longer periods of time



KODAK Lens



KODAK UVBlue Lens

**Maximize Protection by Minimizing
UV and Harmful Blue Light**



KODAK UVBlue Lens

2.5x MORE PROTECTION¹

More than just another Blue-cut lens

Giving clear sharp vision is a necessity for eyewear. But what about the additional benefits lenses can bring?

Ideal for all spectacle wearers, including young adults and children – KODAK UVBlue Lens provides protection from damaging UV rays and filters Harmful Blue Light using an optimized clear lens material.

With the use of a special material, KODAK UVBlue Lens lessens the amount of Harmful Blue Light to reach the eye, potentially allowing the eyes to focus for longer periods of time without experiencing eyestrain or blurred vision.



Blue light products can have a yellow tint to the lens.

KODAK UVBlue Lens offers optimal protection against harmful blue light in an optimized clear lens.

KODAK UVBlue Lens offers:

100% protection from direct UV rays

**Up to 2.5x more protection from
Harmful Blue Light²**

- Helps to provide protection from glare and reflections caused by digital devices (televisions, computer monitors, handheld devices), LED lighting and energy-efficient compact fluorescent lights (CFLs)
- Optimized clear lens⁴ material in progressive, single vision and computer lens designs
- Add KODAK BluProtect Lens Coating for additional blue light filtering and lens protection
- KODAK is one of the most trusted and recognized brand names⁵

Protect your patient's eyes from harmful
UV and Blue Light.



Specially-formulated monomers absorb HEV Light transmission, block UV, filter Blue light and reduce reflections while creating an optimized, clear lens that does not distort the way we perceive colors.



KODAK Lens

10. A brand with opportunities



KODAK Lens

In store activation





...so in summary



KODAK Lens

**...and here is what our
customers say**



KODAK Lens

Thankyou

