

# KODAK Lens Global Product Portfolio

January 2020









## KODAK Lens

# **KODAK Lens**

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



# KODAK Lens Technologies

Freeform Design		Direct application of the unique design file to the lens surface providing pinpoint accuracy in the prescription.
Vision First Design™		Provides a smooth, continuous power increase across the entire lens, top to bottom.
Corridor Selection		Wide range of corridor options allows for a greater degree of freedom in frame selection.
iSync™		Provides more consistent optical performance over the range of prescription powers with greater edge-to-edge clarity.
DRO™ Dynamic Reading Optimization		Improves the overall optical performance of the lens while significantly reducing oblique astigmatic errors in the reading area.
Adaptive Prescription (POW / Point of Wear)		Includes the individual patient's frame and wearing habits for the highest level of customization in a KODAK Lens.



**KODAK Lens**



# Progressive Lenses



**KODAK** Lens

# KODAK Lens – Progressive Portfolio

Progressive Design	Surface			Corridor (mm)	Technology			Point of Wear
	Backside	Dualside	Cast		VFD / DS	iSync	DRO	
KODAK DSII Lens		😊		13-18	😊	😊		😊
KODAK Unique II / DRO HD Lens	😊			13-18	😊	😊	😊	😊
KODAK Unique HD Lens	😊			13-18	😊	😊		😊
KODAK Unique II / DRO Lens	😊			13-18	😊	😊	😊	
KODAK Unique Lens	😊			13-18	😊	😊		
KODAK Atlas Lens	😊			13,14,16,18	😊	😊		
KODAK Precise Digital Lens	😊	😊 US only		13,17	😊	😊		
KODAK Easy+ Lens	😊			13-18	😊			
KODAK Easy Lens	😊			13,14,16,18				
KODAK Precise PB (Digital) Lens	😊			13,17	😊			
KODAK Precise Lens			😊	13,17	😊			
KODAK Concise Digital Lens	😊	😊 US only		14		😊		
KODAK Intro Lens	😊			18				
KODAK Concise Lens			😊	14				
KODAK Swift Lens			😊	18				

The offering may be customized for the individual region and country



**KODAK Lens**



## KODAK Unique II/DRO Lens

**A progressive lens created for today's digital viewing needs.**

**Digitally-created full backside progressive lenses** that include all the features and benefits of the KODAK Unique Lens design plus Dynamic Reading Optimization™ (DRO).

Maintains the excellent distance area while improving the reading area performance so necessary for today's modern world.

DYNAMIC  
READING  
OPTIMIZATION



# Specialty Lenses



**KODAK** Lens



# KODAK Lens – Specialty Portfolio

Lens Design	Description	Features	Benefits
Digital Single Vision	Digitally-created single vision lens with i-Sync Technology	<ul style="list-style-type: none"><li>▪ i-Sync Technology</li><li>▪ Flatter base curves</li></ul>	<ul style="list-style-type: none"><li>▪ Incredible clarity</li><li>▪ Thinner, flatter lens profile</li></ul>
PowerUp	An enhanced single vision lens for a digital lifestyle	<ul style="list-style-type: none"><li>▪ Enhanced vision area for digital device viewing</li><li>▪ Power boosts: +0.40D,+0.66D,+1.00D</li><li>▪ Option for Blue Light protection</li></ul>	<ul style="list-style-type: none"><li>▪ Reduces digital eyestrain</li><li>▪ Allows for longer digital device viewing to help increase productivity</li></ul>
SoftWear	Digitally-created for prolonged computer tasks	<ul style="list-style-type: none"><li>▪ Vision First Design</li><li>▪ Optimized for desktop computer viewing</li><li>▪ Option for Harmful Blue Light protection</li></ul>	<ul style="list-style-type: none"><li>▪ Easy viewing of computer and keyboard</li><li>▪ Relief from digital eyestrain and eye fatigue</li></ul>
City Lens	A lens to support the specific need of the urban professional	<ul style="list-style-type: none"><li>▪ UV Protection</li><li>▪ Reflection and glare reduction</li><li>▪ Controls and blocks Harmful Blue Light</li></ul>	<ul style="list-style-type: none"><li>▪ Lessens eyestrain</li><li>▪ Protects from UV rays</li><li>▪ Increased clarity for nighttime driving</li></ul>
Drive	Specifically designed for a better driving experience	<ul style="list-style-type: none"><li>▪ Special lens coating to minimize glare while driving</li><li>▪ Available in single vision and progressive lens designs</li></ul>	<ul style="list-style-type: none"><li>▪ Allows safer driving at night</li><li>▪ Better color contrast for better road driving</li></ul>

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**KODAK Lens**



## KODAK PowerUp Lens

### An enhanced single vision lens

Ideal for adults who work on computers and digital devices during the day and relax on personal devices in the evening.

Three digitally-applied power boost options in the reading area help reduce eyestrain due to continuous focusing at near distance.

- 0.40D, 0.66D and 1.00D options



# **KODAK Anti-Reflective Lenses**

The difference is CleAR



**KODAK Lens**

# KODAK Lens – Anti-Reflective Portfolio

Product Features	Clean&CleAR UV with Silk	Clean&CleAR UV	Clean&CleAR with Silk	Clean&CleAR	CleAR
Ultra-slick enhanced top coat for improved durability and cleanability	😊		😊		
5x more protection from back surface UV reflections*	😊	😊			
Super-slick hydrophobic top layer seals the lens and repels water and dust	😊	😊	😊	😊	
Anti-static properties that resist clinging dust	😊	😊	😊	😊	😊
Repels smudges, dust and dirt, making it easier to keep the lens clean	😊	😊	😊	😊	😊
Double sided hard-coat helps resist scratching	😊	😊	😊	😊	😊
Warranty for the life of the Rx	😊	😊	😊	😊	😊
Resists cracking, peeling and scratches to protect the lens	😊	😊	😊	😊	😊
Reduces irritating glare, making night driving safer and more comfortable	😊	😊	😊	😊	😊
Enhances clarity to reduce eye strain and fatigue	😊	😊	😊	😊	😊
Allows more light to reach the eye for clear viewing, especially in low light	😊	😊	😊	😊	😊

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**KODAK Lens**



## Powered by Silk

### Innovation in anti-reflective coatings

- Improved durability
- Increased cleanability

A super-slick top-coat applied over the anti-reflective layer in the vacuum chamber

The image shows a close-up of a vibrant green leaf with numerous clear water droplets of various sizes. The leaf's veins are clearly visible. In the bottom right corner, there is a dark, swirling pattern that looks like smoke or water vapor. The word "Silk" is written in a large, stylized, blue font across the middle of the leaf. The letter "i" has a small orange dot above it. The background on the left is a solid orange color with a white banner at the top containing the text "FEATURE PRODUCT" and three white chevrons pointing right.

**Silk**

# Blue Light Management



**KODAK** Lens

# KODAK Lens – HEV Blue Light Portfolio

Product Name	Color	Product Type			Unique Feature
		Coating	Material	Coating & Material	
Total Blue	Clear			😊	<ul style="list-style-type: none"> <li>Offers highest level of UV protection and Harmful Blue Light filtering in a clear lens.</li> </ul>
City	Clear			😊	<ul style="list-style-type: none"> <li>Increased clarity for nighttime driving</li> </ul>
Transitions	Photochromic		😊		<ul style="list-style-type: none"> <li>Offers highest level of UV Protection and Harmful Blue Light filtering in a photochromic lens.</li> </ul>
UVBlue	Clear		😊		<ul style="list-style-type: none"> <li>Provides UV Protection and Harmful Blue Light filtering</li> </ul>
EvoBlue	Dark			😊	<ul style="list-style-type: none"> <li>Provides UV Protection and Harmful Blue Light filtering in a Sun Lens</li> </ul>
BluProtect	Clear	😊			<ul style="list-style-type: none"> <li>Reflects Harmful Blue Light in a clear lens</li> </ul>

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**KODAK Lens**



## KODAK UVBlue Lens

**Maximize Protection. Minimize UV and Harmful Blue Light.**

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

- **100% Protection from UV Rays**
- **Up to 3X more protection from Harmful Blue Light**



# KODAK Sun Lenses



**KODAK** Lens

# KODAK Lens – Sun Portfolio

Sun Lens Name	Description	Features	Benefits
SolarTec	Specifically designed to accommodate wrap frames	<ul style="list-style-type: none"><li>▪ Progressive and single vision availability</li><li>▪ Rx data specifically calculated for the individual wearer</li></ul>	<ul style="list-style-type: none"><li>▪ Clearer vision</li><li>▪ Panoramic field of vision</li></ul>
Tints	Tinted lenses available as both uniform and gradient	<ul style="list-style-type: none"><li>▪ Color choice specified by patient</li></ul>	<ul style="list-style-type: none"><li>▪ Match any sunglass tint with patient prescription</li></ul>
UVSun Polarised/Polarized	Sun lens material that is always dark, provides outdoor protection and minimizes water-related glare	<ul style="list-style-type: none"><li>▪ Always dark</li><li>▪ Reduces glare</li><li>▪ 100% UV protection</li></ul>	<ul style="list-style-type: none"><li>▪ Comfortable outdoor viewing</li><li>▪ Always dark behind windshield</li></ul>
EvoSun	Lens material that adapts from being clear indoors to being fully dark outdoors	<ul style="list-style-type: none"><li>▪ 100% UV protection</li><li>▪ Adjusts to light conditions</li></ul>	<ul style="list-style-type: none"><li>▪ All-around lens that can be worn indoors and outdoors</li></ul>
KolorUp	Range of sun filters to enhance color vision outdoors	<ul style="list-style-type: none"><li>▪ UV Protection</li><li>▪ Filters Harmful Blue Light</li><li>▪ Reduces light intensity without loss of color</li></ul>	<ul style="list-style-type: none"><li>▪ View greater color contrast</li><li>▪ Brightens color recognition</li><li>▪ Comfortable and protected vision outdoors</li></ul>

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**KODAK Lens**



## KODAK KolorUp™ Lens

### Selective Sun Filters

Using a proprietary tinting technology, KolorUp lens provides a higher level of visual comfort, reduces glare and enhances the overall color experience.

KODAK KolorUp Sun Lens resists fading over time and allows easy viewing of digital screens.

