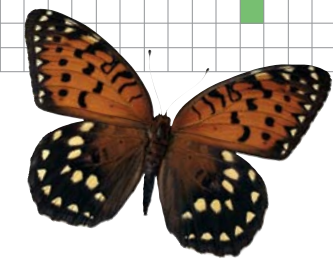


SOLA HDv: Customized High Definition Vision

SOLA HDv delivers an unsurpassed High Definition wearing experience with optimized visual clarity custom tailored for each individual's prescription and frame choice.

- **For every Rx:** Delivers the ideal lens design surface optimized for each wearer's combination of sphere power, cylinder power, cylinder axis, prism and addition power.
- **For every frame:** Automatically customizes the lens design optics with a variable corridor length to maximize performance in the wearer's chosen frame, for fitting heights from 13 mm to 35 mm.



Fit Heights
13 mm to 35 mm

SOLA HDv Rx Availability

MATERIAL	DIAMETER	RX RANGE	ADD POWERS
1.67 High Index	72 mm	-12.00 to +8.00 D, cyl to -4.00	0.75 to 3.50
1.67 High Index Transitions®	72 mm	-12.00 to +8.00 D, cyl to -4.00	0.75 to 3.50
1.59 Polycarbonate	72 mm	-9.00 to +6.00 D, cyl to -4.00	0.75 to 3.50
1.59 Polycarbonate Transitions®**	72 mm	-9.00 to +5.50 D, cyl to -4.00	0.75 to 3.50
1.5 Hard Resin	72 mm	-9.00 to +5.50 D, cyl to -4.00	0.75 to 3.50
1.5 Hard Resin Transitions®	72 mm	-9.00 to +4.50 D, cyl to -4.00	0.75 to 3.50

**Available early 2008.

Premium Lens Enhancements

Teflon® Clear Coat Lenses eliminate lens reflections so you can see clearer and crisper than with ordinary lenses.



Transitions® lenses block 100% of UVA and UVB rays and automatically adjust from clear indoors to sunglass-dark outdoors for comfortable vision in every light.



Carl Zeiss Vision
USA 1-800-358-8258
www.vision.zeiss.com



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Customized Lenses by SOLA



Customized High Definition Vision
for Every Rx and Every Frame



Fit Heights
13 mm to 35 mm

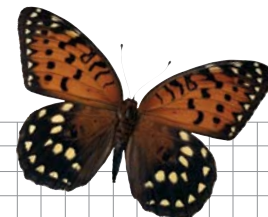


**The Ideal Progressive Lens.
Custom Created.**

SOLA HDv takes customization to the next level as the first progressive lens by SOLA custom created specifically for each patient's prescription and choice of frame.

Until now, progressive wearers have had two basic lens design sizes to choose from: regular and small. This results in compromises in the effectiveness of the progressive design when the patient's frame height does not exactly match the corridor length of the lens design. Reading area can be cut off and viewing zones distorted resulting in a loss of visual quality.

Using proprietary Morphing Technology, SOLA HDv delivers High Definition optics in a Variable corridor design. The continuously variable corridor length allows the optics of the lens design to be precisely matched to the shape of the frame. The benefit is unparalleled optical performance for fitting heights of 35 mm down to 13 mm.



**For Every Frame:
Variable Corridor Length Morphing Technology**

SOLA's new proprietary Morphing Technology adapts the geometry of the SOLA HDv lens design automatically and continuously to ensure the progressive corridor length, inset, and wearer's fitting height are optimally synchronized.

This enables a virtual universe of optical design geometries to be created on demand, which can only be realized using

direct surfacing and free-form manufacturing.

The result is a perfect alignment between lens function and frame style: no force-fits, no compromises. With SOLA HDv every wearer can be assured of full reading performance, and maximum clear viewing zones without restrictions on frame choice.



**For Every Rx:
HD Technology Rx Optimization**

Conventional lenses group a range of prescriptions on a limited number of semi-finished base curves. However, each base curve carries the optimal design for one and only one prescription. All others using that base curve will have some degree of power error, resulting in a loss of clarity.

SOLA's exclusive HD Technology incorporates the progressive design into the back surface of the lens, locating it closer to the eye. HD technology digitally optimizes the lens design for the wearer's exact combination of sphere power, cylinder power, cylinder axis, add power and frame dimensions.

Every SOLA HDv wearer will experience the largest areas of wide clear vision with the lowest unwanted astigmatism, for every prescription.



SOLA HDv:
Give your patients
High Definition clarity,
with a custom fit.

**HD Technology Surpasses
Conventional Lens Technology**

