

"It's a pleasure to please you."

# the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

## Robertson Surfacing VSP Reveal® Freeform and Semi-finished Lenses

Robertson Optical Laboratories has received approval from VSP to surface VSP Reveal, Optics by Carl Zeiss progressive and single vision lenses.

VSP Reveal lenses were developed in collaboration with Carl Zeiss Vision. The VSP Reveal portfolio includes the original semi-finished Reveal progressive, as well as three customized offerings. VSP Reveal Freeform progressives are optimized for the patient's Rx and frame height, while Reveal Freeform Vi also includes customization for the position of wear. VSP Reveal SVi extends the benefits of customization to single vision wearers. Originally launched in July 2008 in California, VSP Reveal is now available nationwide.

VSP Reveal lenses are available exclusively to VSP's network of 26,000 private practice doctors and can be dispensed to both VSP and non-VSP patients. VSP practices will receive practice-building funds for each pair of VSP Reveal lenses dispensed, when ordered through eClaim or eLab on Eyefinity.

"Robertson Optical is a leader in free-form lens production and we offer a wide range of customized lens options," said Mike Fussell, sales and customer service manager of the Atlanta location of Robertson Optical. "We are very pleased to be able to provide the outstanding optics of the VSP Reveal family of lenses to VSP doctors." ■



### ROL of Greenville Now a VSP® Authorized Laboratory, too!

Robertson Optical Laboratories of Greenville, SC has joined Robertson of Columbia, SC and Robertson of Atlanta (Loganville), GA as a VSP® authorized laboratory. ECPs should contact Robertson of Greenville for more information.

### Through in-house free-form

## ROL to Offer Seiko Surmount

Robertson Optical labs will be offering Seiko Surmount lenses, produced by Robertson's in-house digital free-form technology, starting in late March or early April. "These are the thinnest 1.67 High Index lenses ever offered by Robertson, so we expect them to be very popular with the ECPs due to their flatter, attractive, easy-to-wear designs," said Mike Fussell, sales and customer service manager of Robertson of Atlanta.

Mike Rybacki, senior vice president of sales and marketing of Seiko Optical Products of America, Inc., stated, "Seiko Surmount is the first lens in the U.S. market to incorporate recently patented advancements in internal free-form design. This new technology allows us to process a convex surface on the concave side of the lens. Therefore, Surmount lenses can be produced on lower base curves than before, resulting in much flatter, more cosmetically appealing lenses. They are, simply, the thinnest progressive addition lenses."



Seiko Surmount also features automatic variable inset based on patient distance Rx and PD that permits customized alignment of the intermediate and reading area. The design further uses advanced aspheric compensation throughout the entire lens to optimize the Rx for the as-worn position (measured power will vary from the prescribed power in both the distance and near portions). Finally, multi-polar astigmatic correction reduces the need for head movement and increases wearer comfort.

### Beginning second quarter 2011

## Robertson to Produce emPower! Lenses

Revolutionary electronic eyewear that changes distance to near with a touch-of-a-finger and nod-of-the-head

Starting between April 1 and June 30, all Robertson locations will be among the very few labs in the nation to fill prescriptions for emPower!, the first electronic, automatic-focusing prescription eyewear. This ground-breaking technology by Pixel Optics allows wearers to be in control of their vision by simply touching the side of their frames. An invisible, near focus zone segment of the lens is

electronically activated when the wearer needs close-up, reading vision. When not, the near zone disappears, allowing full-distance viewing from the entire lens.

### How does the eyewear work?

The emPower! lenses have transparent, built-in liquid crystals that can actually change the focus strength of the lenses.

Enabled by microchips, micro-machine accelerometers (sensors) and nano-rechargeable batteries, these lenses can electronically change their molecular structure, depending on head movement. For instance, if the wearer tilts his head down to read, the accelerometer detects the motion, the microchip sends a signal to the liquid crystals, altering how the crystals refract light and changing the prescription of the lenses.

The wearer can immediately switch to his natural progressive prescriptions through "automatic", "manual on" and "manual off" modes:

**Automatic mode** – The wearer swipes his finger across one side of the frames to activate the tiny accelerator, which turns on the automatic



Top picture above: (front, from left) ROL's Dan Floyd, Cathy O'Kelley and Kimberly Harris-Griffin demonstrate the simple "touch-of-a-finger" activation of emPower! eyewear as Scotty Scott, Archie Marcotte and Larry Patton (back and side) observe.

Bottom picture above: ROL's Chip Robertson places emPower! eyewear in the emPower! battery charger.

mode. Then, he tips his head down to activate the near zone segment of the lens, and up to deactivate it. So the eyewear recognizes where the patient is looking and activates the near zone prescription only when needed.

(Continued on the back)

### Features of emPower! ...

- First electronic, auto-focusing Rx eyewear
- Provides vision correction for all ranges of sight: far, near, and in between
- Focuses "as fast as one can blink an eye"
- Includes an invisible electronic near focus zone when desired
- Offers three modes of operation: automatic, manual on, manual off
- Provides wider fields of view compared to a progressive addition lens
- Allows turning off reading power when desired
- Includes a rechargeable hidden battery



## Cozē Free-forms Prove Popular with ECPs!

Cozē, Robertson's own brand of free-form lenses, are selling like hotcakes! According to lab representatives, these lenses, which are produced by Robertson's cutting-edge in-house digital surfacing, were introduced about a year ago and have been quite popular with ECPs and their patients. Cozē (customized optical zone enhancement) lenses feature soft and hard designs to meet every patient's needs. Soft designs are ideal for first time progressive wearer who has low-to-medium add powers; the distance is clear with a wide and stable intermediate and instant adaptation. Hard designs are ideal for experienced wearer who has medium-to-high adds. Hard design lenses feature wider intermediate and near zones for the visually demanding patient. Included are Cozē Soft, Cozē HDW and Cozē Single Vision. Additional Cozē designs are projected for the very near future.



One of the only labs in the nation to fill RXs for emPower!

**Robertson Optical Laboratories, Inc.**  
www.RobertsonOptical.com

**LOCATIONS:**

**Atlanta**  
2309 Hwy 81 South  
Loganville, GA 30052  
800.929.2765  
mfussell@robertsonoptical.com

**Columbia**  
Fontaine Industrial Park  
411 Commerce Drive NE  
Columbia, SC 29223  
800.922.5525  
jean@robertsonoptical.com

**Greenville**  
120 Howe Street  
Greenville, SC 29601  
800.223.0890  
rol3@RobertsonOptical.com



## the Lens Leader

Spring 2011

**Don't miss the inside...**

- **Robertson to Produce emPower! Lenses**
- **Robertson Now Surfacing VSP Reveal® Lenses**
- **Robertson's In-house Free-form Technology to Offer Seiko Surmount**

**The Lens Leader**

David W. Scott, Editor  
David Scott Healthcare Marketing, Inc.  
404.228.7171  
David.Scott@DavidScottMarketing.com



2309 Hwy 81 South  
Loganville, GA 30052

*50+ Years*  
A Celebration  
of Vision.

Pre-Sort Standard  
U.S. POSTAGE  
PAID  
ATLANTA, GA  
PERMIT #4444

4 out of 5 eye  
doctors prescribe  
the same type of  
progressive lenses.

Be number 5.

**HOYALUX iD MyStyle**

The HOYA Free-Form Company  
www.thehoyafreeformcompany.com

Advertisement



This is  
True Vision.

**KODAK** Precise® Digital Lenses  
**KODAK** Precise Short Digital Lenses  
**KODAK** Concise® Digital Lenses

KODAK Progressive front-surface lenses are upgraded by adding a complex, three-dimensional back-surface design to provide more consistent optical performance over the range of prescription powers.

Kodak and the Kodak trade dress are trademarks of Kodak, used under license by Signet Armortite, Inc. ©2011 Signet Armortite, Inc.

**Kodak**  
Digital Lenses

Advertisement



Advertisement

## ECPs at Milam's Community Eyecare Honored

**CONYERS, GA** – Robertson Optical customers Stacy Underwood Carson, OD, and her father, Terrell Underwood, LDO of Milam's Community Eyecare have been receiving a multitude of congrats and pats-on-the-backs lately from patients, friends and colleagues. For the last two years, they each received the Readers' Choice Awards in the *Rockdale Citizen* and *Newton Citizen* for the Best Optometrist and Best Optician.



Terrell has been a practicing optician since 1961 and owned Milam's in Conyers for 33 years. "I've seen numerous changes in the optical industry in the last 50 years," he said, "with the most noticeable being the change from

**ROL's Cathy O'Kelley, left, congratulates Dr. Stacy Underwood Carson and Terrell Underwood of Milam's.**

glass to plastic lenses." He sees free-form lenses as being the most current, notable development, stating, "Whether eye care professionals and patients have caught on or not, free-form progressives are definitely cutting-edge and the wave of the future."

Dr. Underwood-Carson started getting her feet wet in the eye care industry in 1986 when she worked part time after high school at Milam's. After high school, she attended and graduated from Georgia State University in Atlanta and Southern College of Optometry in Memphis, TN and has been practicing as an optometrist at Milam's since 1997. As an optometrist, she views third party payors as having the most significant, influential change on eye care through the years. She remembers when less than 10% of their patients had insurance coverage for eye care, and it was primarily for glasses following cataract surgery. Today, more than 95% are covered.

Robertson extends its congratulations to these worthy professionals. ■

## EQUINOX Eyewear Offered Through Robertson

Robertson of Columbia and Greenville, SC are now offering the EQUINOX collection, one of the newest lines of eyewear by Eye Q. 24 men's, women's and children's styles come in multiple sizes and colors. The first styles in this collection will be metal and metal/plastic combinations.



"We are very excited about offering the EQUINOX collection to ECPs through our frames and lens packages at a great value," said Scotty Scott, vice president of Robertson of Columbia, SC.

For information, contact ROL of Columbia or Greenville. ■

### emPower! Lenses (continued from the front)

**Manual On and Manual Off modes** – The wearer touches one side of the frames to activate the near zone, then touches the frames again to deactivate it.

When deactivated, the entire lens maintains a full-distance viewing prescription.

### How long does the activation take?

The activation and deactivation happens "as fast as one can blink an eye," according to Pixel Optics representatives.

### Who manufactures the frames?

Aspex Eyewear has an agreement with PixelOptics to be the exclusive licensee for emPower! frames for North America.

### Are they fashionable?

Empower! eyewear can be offered in a multitude of styles, including the popular narrow designs. According to its manufacturers, they look and feel identical to the latest fashions, and come in numerous colors. Frames will be available in wire (metal), zyl (plastic), rimless and rimmed.

### Why Robertson Optical?

Robertson is one of few laboratory companies to partner with Pixel Optics in producing emPower! "Each of the labs are well-respected in the industry, provide high quality products, and encompass a strong sales force in our first targeted region, all of which were critical factors in agreeing to partner together for the initial launch of emPower!," said Larry Rodriguez, senior vice president of global sales and marketing for PixelOptics.

For more information on emPower!, ECPs should contact Robertson Optical. ■

the  
**Healthy Eye**  
café

by  
Mark Hinton



**For the ECP ...**

Imagine the all-too typical scenario when your patients ask something like, "Did my vision change much?" or "Do I have to get new lenses?"

Don't answer by stating, "Well, there was a little change." Instead, consider using imagery that your patients can understand.

**The following is a script to help you when a patient objects to changing his or her Rx:**

**ECP:** "Ms. Jones, in fact, your sight will be improved. This change will affect your daytime and, especially, your night-time sight, when average contrast sensitivity is reduced by as much as 33%; no small amount, for sure, right? To help you understand how and why the doctor prescribed this 'definite improvement' and 'designed' the precise lens for your 'real world circumstances' that match up to his refracted results, I'll share what I say to others who have asked the same question and appreciated how I helped them understand the need, OK? Have you used binoculars in the past?"  
**Patient:** "Yes!"

**ECP:** "You adjusted the binoculars and dialed in the sharpest detail you could to achieve the best sharp and crisp image of the subject, right?"

**Patient:** "Yes!"

**ECP:** "Would you dial it out-of-focus and view the subject slightly blurred? Of course not, right?"

**Patient:** "Correct, I would not."

**ECP:** "Well, the same would be true with your eyeglass lenses, except you'll be wearing your glasses every day. Therefore, I'll advise you to enjoy the most current prescription, so you'll see as sharp and clear with dialed-in sight until we see you again 364 days from now, unless, of course, you need us before. Does this help you understand and make sense to you?"

**Patient:** "Yes!"

### Change the Status Quo in Your Optical!

To order a digital manuscript of *Setting the Stage: A-Z patient dialog leading the patient to "YES!"*, contact Mark Hinton. This document helps the professional communicate the doctor's advice to the consumer, without pushy sales and confusion.

Contact Mark for other available educational and revenue-generating manuscripts.

Mr. Hinton is an American Board of Opticianry certified educator with over 30 years in the optical industry.

© 2011/Mark Hinton / eYeFacilitate.com / May not be reproduced.