

"It's a pleasure to please you."

# the Lens Leader

NEWS FROM ROBERTSON OPTICAL LABORATORIES, INC.

SERVING THE EYE CARE INDUSTRY SINCE 1958

## Lens Personalization Through Free-form Technology: Changing Things for the Better

**Personalized. Customized. Adaptive. Tailored.** These are just some of the adjectives the eye care industry has been using to describe free-form lens technology and its revolutionary ability to bring personalization to each individual lens wearer. Robertson Optical continues to be on the forefront of this cutting-edge technology that not only offers exceedingly precise vision, but customizes each lens so it adapts to the patient's own personal prescription, frame and lens choice, wearing position, vertex and viewing activities.

One of the owners of Robertson Optical, Calvin Robertson, who has been the optical industry for 65 years and served as president of the Better Vision Institute from 1978-1980, says, "Lens personalization through free-form technology changes things for the better. For years, the patient had to learn to adapt to his or her lenses. Now, it's the other way around."

"In short, today's lenses are adapting more to the patient rather than the patient having to adapt to the lenses," states Andy Karp, *Vision Monday's* group editor for lenses and technology in an August 13 article called "It's All About the Wearer, Now."

Mike Fussell, sales and customer service manager of Robertson Optical of Atlanta, adds, "Lens personalization occurs when the ECP and lab work closely together on behalf of each patient: the customer provides our lab with the patient's complete measurements (i.e. panto, frame wrap and vertex), then our digital surfacing technology enables us to construct a lens that is ideal for the frame and how the patient wears the frame and lens in everyday use. Together, we've provided the patient with true customization."

Just one example of how the patient can benefit from free-form personalization is the progressive wearer who prefers a wrap frame. The eye care doctor wants the patient to obtain edge-to-edge optimal vision from all parts of the lens, even within a wrap; so the doctor chooses the free-form, **Cozē Wrap**. The doctor meets his optical goals for the patient, the lens has adapted to the patient rather than the patient adapting to the lens, and both are very satisfied.

Another example of patient customization is the way **ZEISS Progressive Individual® 2** makes it easy to deliver the right balance of near, intermediate and distance vision for each

individual patient. All the ECP has to do is specify design option 2I (intermediate/dynamic) or 2N (near) if warranted by the patient's individual profile. The balance (default option) will give the patient the best vision possible for all-day, all-distance use.

One of the latest trends of personalization is the offering of every day lenses that are task and user-specific, especially for those patients using computers and hand-held digital devices.

**Shamir's InTouch™**, a new lens offered by Robertson, is a perfect example. "Today's modern lifestyles are changing as fast as new technologies hit the market," said Shamir's president Raana Nafilalovich in the same *Vision Monday* article. "Use of digital devices and screens has become an increasingly frequent part of everyday life.

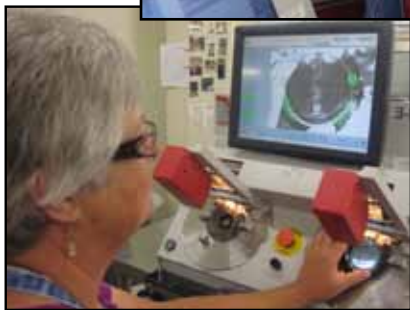
This presents our patient's eyes with special challenges as they switch back and forth between distant and mid-range viewing and reading small print on smartphones, tablets or other hand-held digital devices. The reason we created this lens was to provide our patients with the clarity they need to stay connected and see clearly while doing the task-specific activities."

He added, "By looking at the millions of people holding their smartphones and tablets (along with extensive clinical studies), we found that handheld devices are held higher and closer (between 15" to

27") than a book would be. So we designed InTouch based off those findings."

Another example of a free-form lens beneficial to the patient for specific tasks is **SEIKO PC Wide** offered by Robertson. These lenses are a new generation of free-form occupational lenses designed for people who spend most of their work time in a desktop environment. Their 100% back-surface design offers several advantages over single vision and progressive lenses. They are an ideal choice for the patient who desires the most comfortable vision and highest level of optical quality, especially when spending long hours on a computer or when reading or working up close.

Robertson continues to bring personalization to patients by offering a large variety of free-form lenses. Those produced by its in-lab free-form technology include products by **Carl Zeiss Vision, Seiko** and **Shamir**. Robertson also produces its own family of privately-labeled free-form lenses, called **Cozē**. In addition to these produced by its free-form technology, Robertson offers a complete portfolio of other free-form lenses from HOYA and Signet Armorlite. ■



*Clockwise L to R: At ROL, Denise Griffin blocks lenses to be surfaced using ROL's alloy digital blocker; John Westbrook surfaces lenses with ROL's free-form digital technology; and Randy Bankston applies laser engravings to free-form lenses after surfacing*

## CHAIR TIME

*Lens education tips for the eye care physician to provide patients while in the exam chair*



Because patients' attention to eye care information tends to be the highest while in the exam chair, Robertson encourages optometrists and ophthalmologists to provide lens education to their patients during this time. This is the *Lens Leader's* sixth series of "Chair Time", offering lens education tips by Robertson opticians, managers and sales representatives.

### Keep Patients Informed of Photochromic Lens Benefits

When eye care doctors keep patients updated on the advantages of photochromic lenses, it will contribute to (1) enhanced lens education for their patients, (2) quality eye care, and (3) growth for their practices and optical shops. A wide array of new photochromic lenses is now available, and the benefits far exceed those that anyone would have imagined a few years ago. Recent technological advances of photochromic lenses have generated such features as:

- Faster fading, darkening and clearing times
- Increased variable level of polarization efficiency
- Better ability to block 100% of the sun's harmful UVA and UVB rays

These latest developments can be seen in many of the photochromic lenses offered by Robertson. Some of these include:

#### Transitions® Vantage Adaptive Lenses

Transitions Vantage lenses are everyday photochromic lenses that start out virtually clear and non-polarized indoors. Then outdoors, they not only adapt to changing light but also increase polarization as they darken, optimizing the angle at which light reaches the eyes to help control glare and light scatter. Until now, polarization only existed primarily as a fixed film in sun lenses. While current



photochromic molecules darken in random patterns, creating an even tint, Transitions Vantage lenses not only darken, but also align to create polarization. This means that Transitions Vantage lenses will have a variable level of polarization efficiency depending on the amount of UV exposure – the darker the lens, the more polarization efficiency there is. The lighter the lens, the less polarization there will be. **Robertson is now offering Transitions Vantage Adaptive lenses in Cozē, Shamir, Carl Zeiss Vision and Seiko free-form lenses.**

#### Transitions® VI Adaptive Lenses

Transitions® VI Adaptive Lenses are designed to meet the needs of the majority of those who appreciate the value of eyewear offering adaptive lens technology. With the widest variety of lens designs and materials to choose from, these lenses quickly adapt between indoor and outdoor conditions, offering a distinct advantage over ordinary clear lenses.

- Change from clear indoors to dark outdoors
- Clear as an ordinary clear lens indoors and at night
- Block 100% of the sun's harmful UVA and UVB rays

## Evans Named General Manager of ROL of Greenville

Robertson Optical Laboratories of Greenville, SC has appointed Johnny Evans as general manager. Growing up in the optical business, both wholesale and retail, Johnny brings a wealth of laboratory experience to Robertson's Greenville lab. Joining Robertson Optical of Atlanta as surfacing inspector in 2003, he later moved to the finishing department where he was able to combine his knowledge of optics and craftsmanship to produce quality eyewear. Johnny also played an important role in the growth of Robertson's in-house digital free-form lens production, helping to ensure the quality and service of this new technology.

"We are extremely proud to have Johnny serve as our general manager," said Chip Robertson, vice president of Robertson of Greenville. "He brings valuable technical expertise to our lab and customers."

Born in Savannah, GA, Johnny moved to Atlanta at age nine and now resides in Greenville. He has one daughter and enjoys hunting, fishing and football.



*Johnny Evans, Jr.*

*(Continued on the back)*

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**Think outside the BOXX!**  
**Robertson Offering Eyewear with Interchangeable Temples**

Robertson Optical is now offering the BOXX Xchange eyewear collection by Artiika that comes with multiple sets of interchangeable temples per frame, and customers may order additional temples anytime for their patients. The type of patient that requests



BOXX Xchange loves the ability to change their temples to coordinate with their fashion accessories such as jewelry and

clothing. The eye care doctor likes this collection because it serves as a practice builder, increasing patient retention. Ms. Jones decides

she needs some red temples to match her new red dress, so she makes an extra trip to the eye care practice to purchase them.

Two months later, she needs silver ones to match her new earrings. In a year's time, she visits the practice much more than she normally would. Although they are more popular with women, men are ordering BOXX Xchange as well. The collection comes in a large variety of colors and styles.

**Pictured above: Rita Rivers, customer service representative of Robertson Optical of Columbia, SC, displays a sample BOXX Xchange frame that comes with interchangeable temples.**



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**Retro-Style Gen•ius Eyewear Making a Hit with ECPs and Their Patients**



Gen•ius Eyewear by Eye Q is now available through Robertson Optical.



G 504

“These retro styles are very popular and can be ordered through any frame-and-lens package offered by Robertson,” says Scotty Scott, vice president of Robertson of Columbia, SC. “Customer response has been extremely positive,” adds Chip Robertson, vice president of Robertson of Greenville, SC. These frames come in a variety of colors and can be worn by men or women.

The G 504 in black, the G 506 in tortoise with black temples, and the G503 in the black are three of the most popular styles. There are ten other styles available in the Gen•ius collection. Interested ECPs should contact a Robertson Optical lab.



G 503

Robertson has access to frames that are stock items for frame-and-lens packages. This eliminates extra shipping charges from the manufacturer and allows faster delivery to the patient. ■



G 506

**Robertson Volunteers at Annual SC Mission**



COLUMBIA, SC – Above, from left, Larry Patton, sales and business development manager of Robertson Optical

Laboratories of Columbia, measures Teresa Lopez Sanchez of Columbia for eye glass fittings recently at one of SC's largest health fairs, Mission 2012, at the SC State Fairgrounds. Robertson of Columbia and Greenville, began volunteering for this fair in 2010 and plan to continue every year. At right (top), from left, Kimberly Harris-Griffin,

sales and business development manager of Robertson of Columbia, measures the distance between the pupils of Jacquelyn Thompson of Columbia with a pupilometer; and at right (bottom), from left, Scotty Scott, vice president of Robertson of Columbia, adjusts glasses for Dianne Hines of Winnsboro, SC. ■



**Chair Time** (continued from the front)



**PhotoFusion® by Zeiss**  
PhotoFusion lenses clear up to twice as fast and darken up to 20% faster than previous self-tinting offered by ZEISS\*. They are very clear indoors (92% transparency with antireflective coating) and very dark in sunlight (11% transparency with antireflective coating). PhotoFusion lenses provide 100% protection against UV rays up to 400 nm and excellent color consistency for natural vision. They also retain their self-tinting ability for the life of the prescription (2 years). The innovative

PhotoFusion technology is based on patented photoactive molecules that unfold when exposed to UV light, thus darkening the lens and providing UV protection. Combined with award-winning ZEISS lenses, this technology is a significant improvement on the basic principle of photochromic eyeglass.

\*Average performance. Performance will vary by material, temperature and light conditions.

**Transitions® XTRActive™ Adaptive Lenses**

For patients who spend more of their day outdoors than indoors or enjoy a lens with a slight tint indoors, Transitions® XTRActive™ lenses may be right for them. Transitions XTRActive lenses are the darkest everyday photochromic lens – even in warm weather – and have a moderate tint behind the windshield.

- Lenses change from light tint indoors to very dark outdoors
- Designed for those who spend most of their day outdoors
- The darkest everyday Transitions lens available – even in warm weather
- Moderate tint behind the windshield

**Vision-Ease Life Rx™**

Vision-Ease Life Rx™ light-responsive lenses permit a seamless flow from outdoors to indoors and back again. These makes eyeglasses more versatile and provide 100% UV protection, reaching sunglass tint in less than a minute. Its photochromic film is formulated to fade back faster than leading photochromic lenses so there's no more waiting. Tired of lenses that remain somewhat tinted, hiding the patients' eyes? Highly sensitized polycarbonate resin allows the film to become crystal clear getting rid of the unwanted indoor tint.

**Seiko Sportswear Transitions SOLFX Lenses**

These are specifically optimized to improve color recognition, contrast and depth perception in varying lighting conditions. The lens – which changes from an initial light green tint in cloudy or low light conditions to a dark green in bright sunlight – is designed for a variety of outdoor sports and activities, including running, hiking and walking. ■