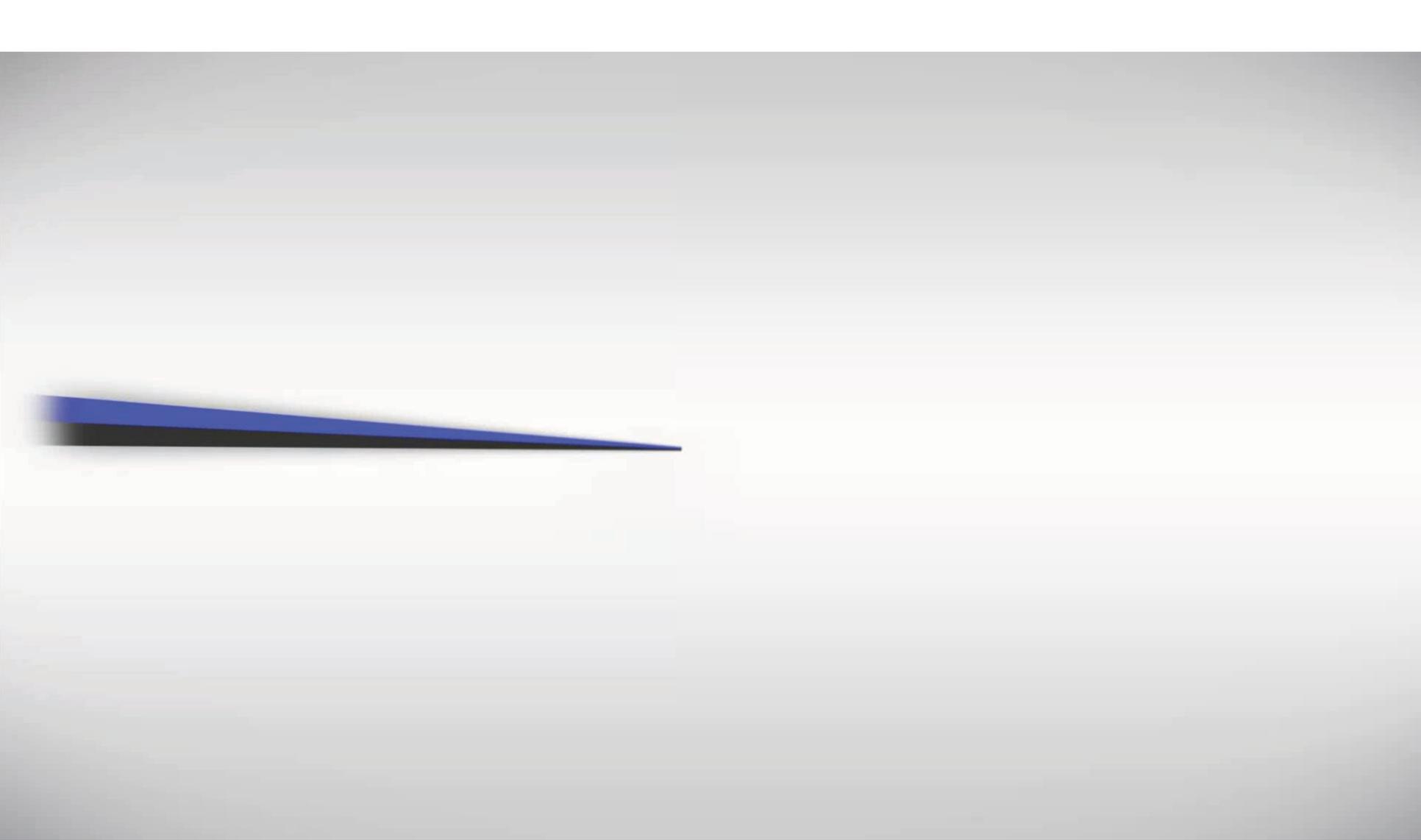
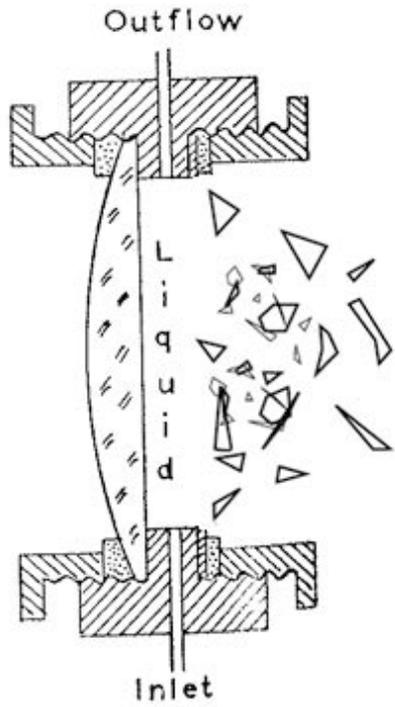




Graeme E MacKenzie, BOptom, DPhil
Director of Industry Affairs





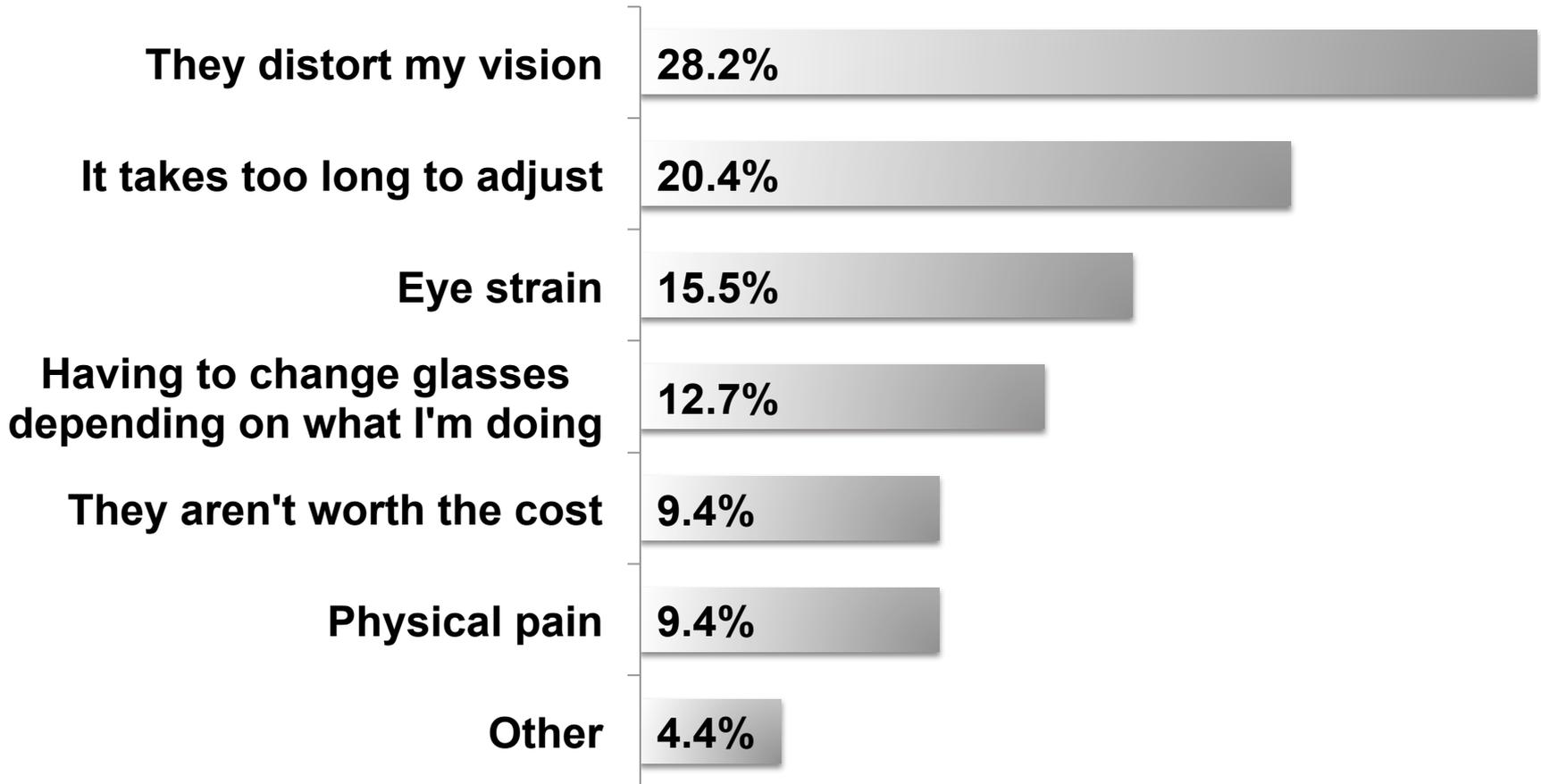
**Fig. 13. Dr. Cusco's "dynamop-
tometer" employing deformable
lenses (1879).**

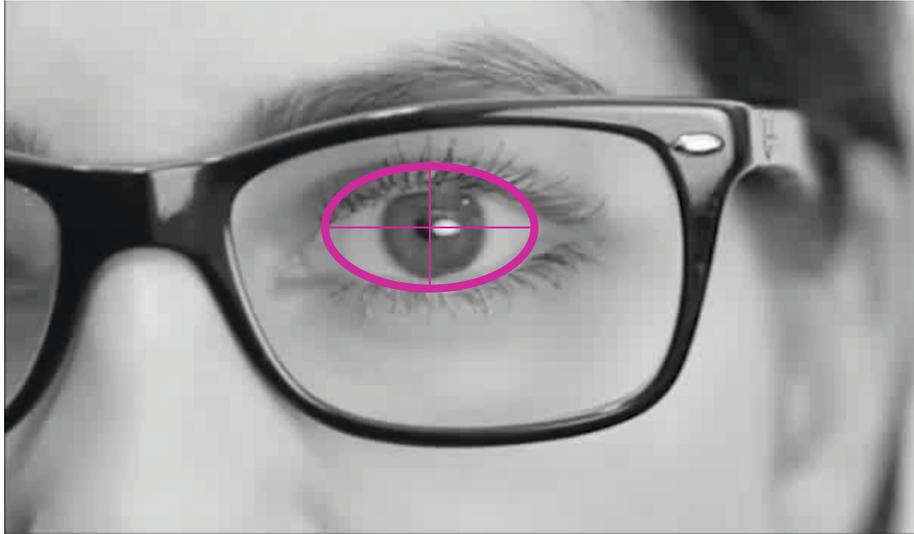


Market Data

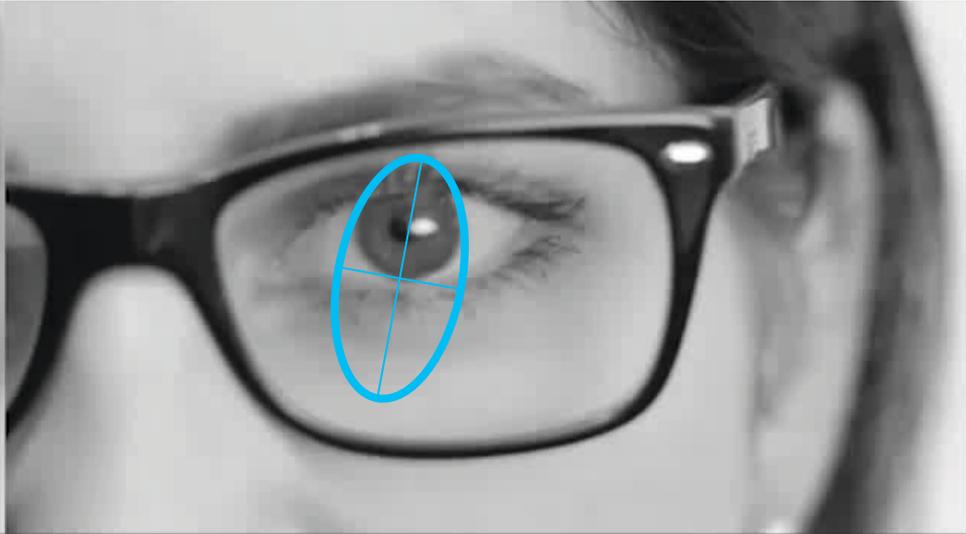
- Progressive wearers 54 million
- Considered switching 14.5 million (27%)
- Dissatisfied 4.3 million (8%)
- Cannot adapt 3.2 million (6%)







Single Vision Lens



Progressive Addition Lens

balance

soft transition

Trading

compromises

reduced
aberration

astigmatism

corridor width

Distortion free, full field of view multifocal lens



A Different
Way To See
The World.™