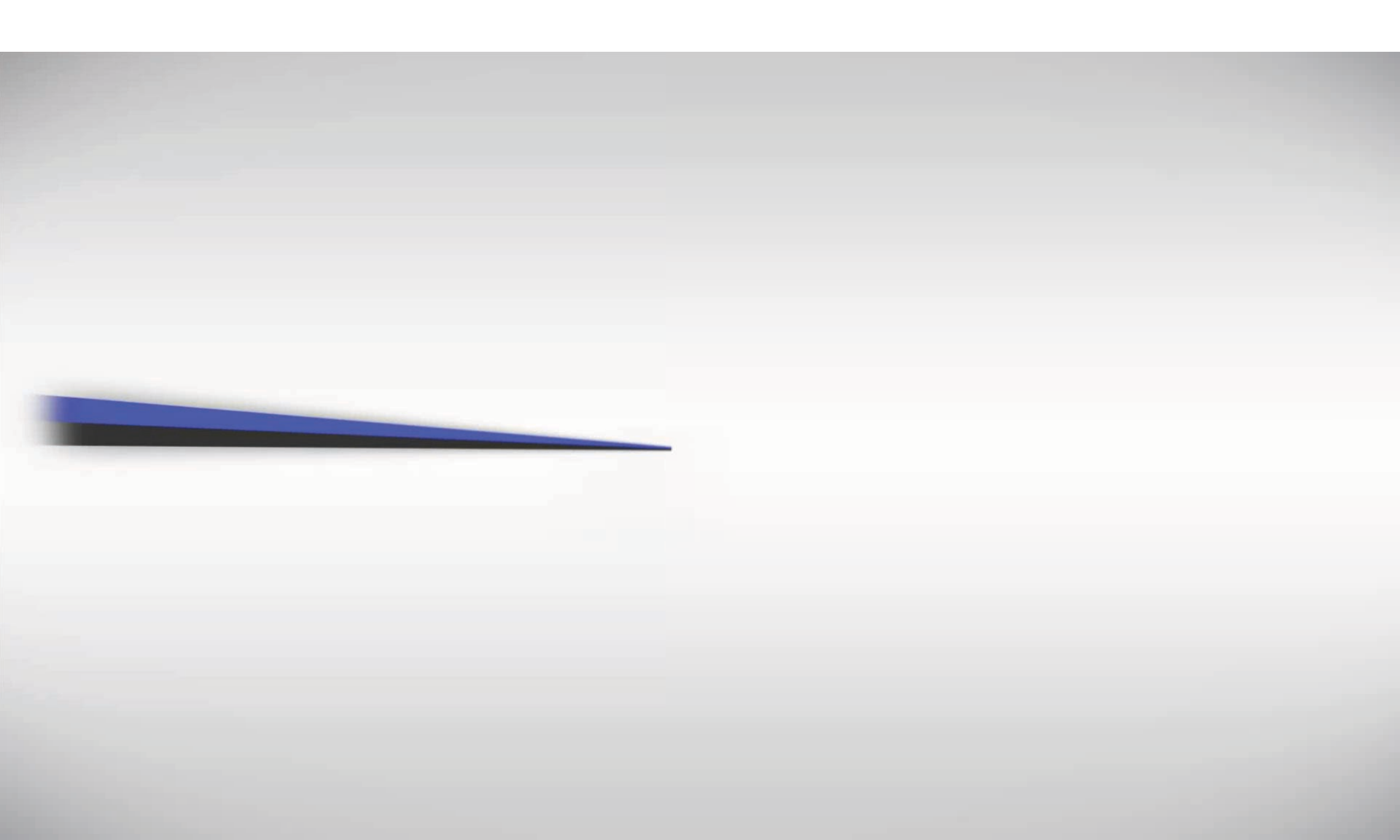
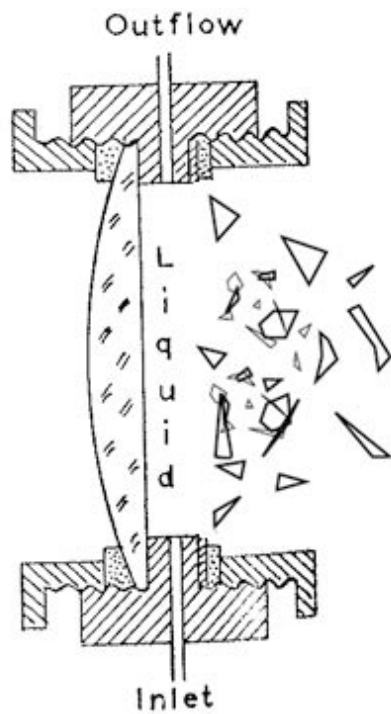




Graeme E MacKenzie, BOptom, DPhil  
Director of Industry Affairs





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



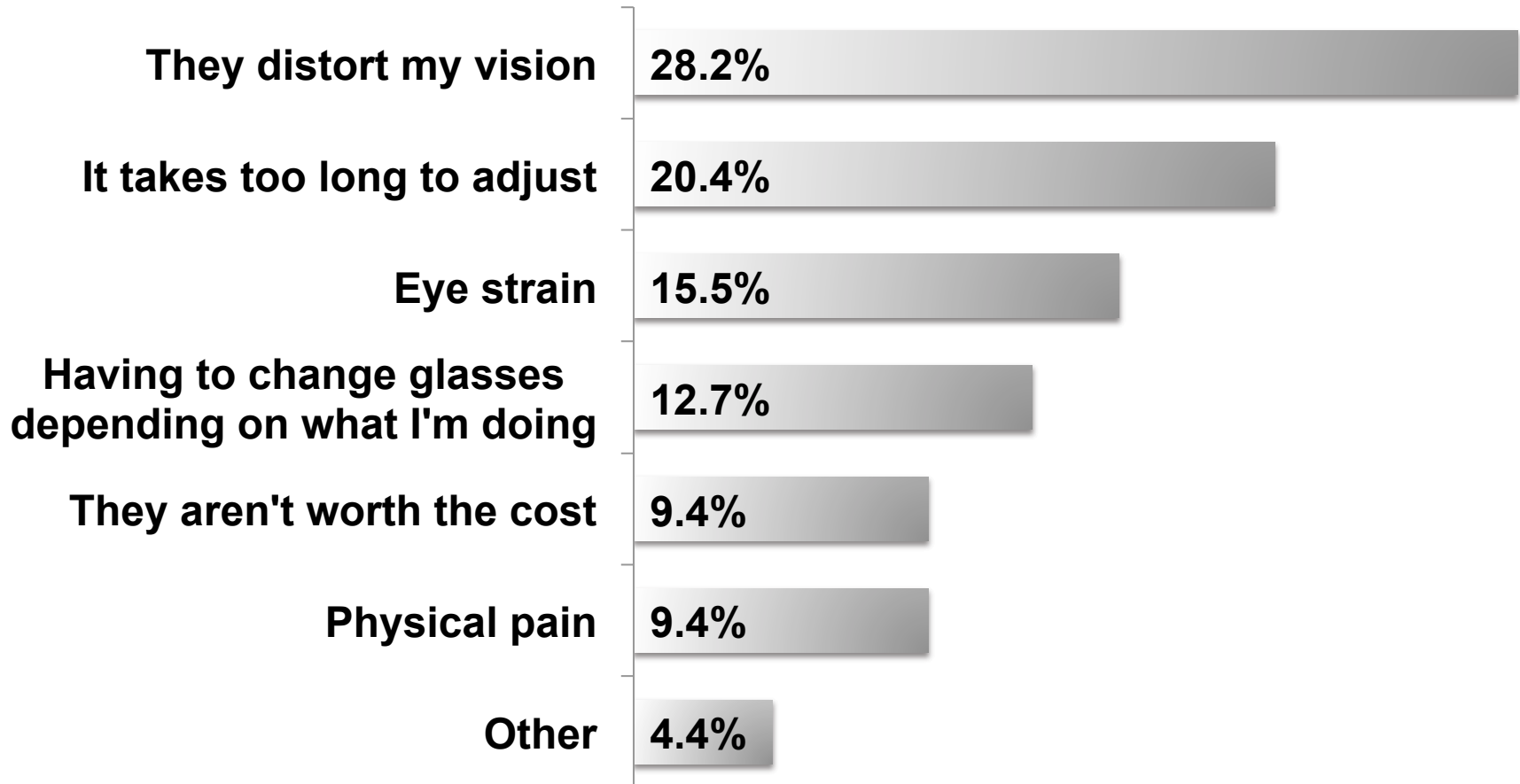




# Market Data

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

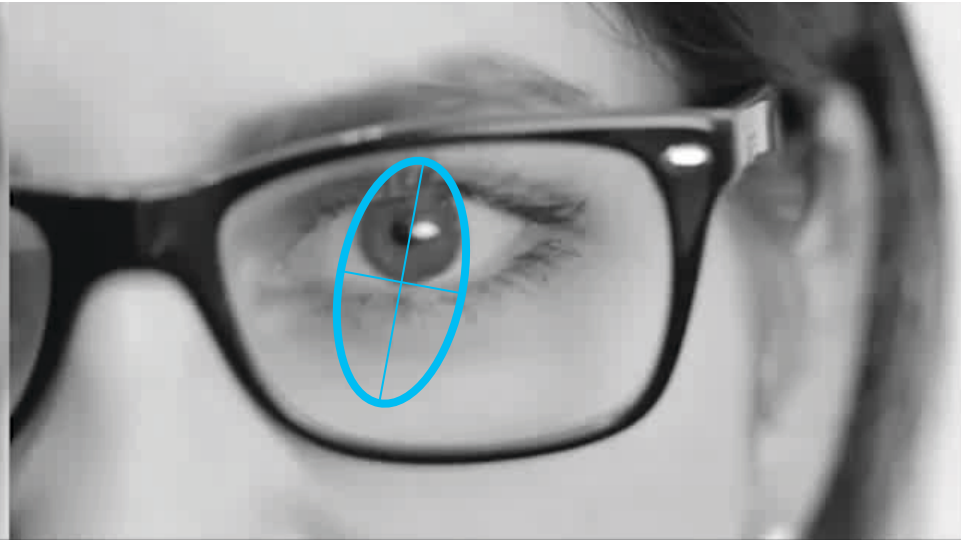








**Single Vision Lens**



**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.™