

## The unrivaled leader in visual performance.



## 360° Optimization delivers the ultimate in digital surfacing performance.



360° Optimization<sup>SM</sup> sets Varilux digital surfacing apart from competitors by considering lens design and production from every angle. It is this comprehensive approach that enables Varilux lenses to maximize the benefits a patient receives from digital surfacing.

Varilux lenses rely on Essilor's patented computer calculation tools, which integrate both lens surfaces for optimal overall performance. Only Varilux lenses can deliver the benefits of this critical technology.

The result is better vision for every patient, no matter how complex their prescription.

## Only 360° Optimization delivers the full benefit of digital surfacing for your patients.

### Superior Technology for Superior Performance

- > Only 360° Optimization **creates a customized back-surface design** for each and every prescription – generating wider fields of vision in all zones.
- > 360° Optimization uses patented Point-By-Point Prescription Mapping™ to calculate a unique distance zone design tailored to the front-side progression and the prescription.

### Greater Precision for Your Toughest Prescriptions

- > The unique distance zone created by 360° Optimization **delivers reduced distortion and wider fields of vision** – no matter how complex the prescription.
- > In fact, the more complex the prescription, the greater the visual improvement a wearer experiences!

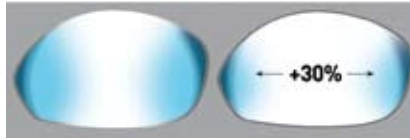
### The 360° Optimization Difference – Design

- > Digital surfacing is only as good as the lens it is being applied to.
- > When 360° Optimization is applied to a Varilux lens, the result is up to **30% wider fields of vision**.
- > 360° Optimization enhances the performance of:
  - Varilux Comfort 360<sup>0</sup>™ lenses.
  - Varilux Ellipse 360<sup>0</sup>™ lenses.
  - Varilux Physio 360<sup>0</sup>® lenses.

# 360° Optimization<sup>SM</sup> is a Better Means to a Better Lens

## Up to 30% Wider Fields of Vision<sup>1</sup>

- > Unlike competitors, 360° Optimization<sup>SM</sup> customizes both the wearer's prescription and the front-surface design – widening vision in every zone.
- > When a distance prescription is added to any lens, peripheral distortion increases and vision fields decrease.



Virtually eliminates peripheral distortion for up to 30% wider fields of vision



- > 360° Optimization solves this problem by creating a unique backside design that widens fields of vision and eliminates the peripheral distortion typically created by complex prescriptions.



## Delivering Superior Performance

- > Only 360° Optimization employs patented digital surfacing processes and equipment, resulting in unmatched visual performance.

	Increased Precision	Guarantee of Design	Dual Side Calculation	Patented Processes	Patented Equipment
Varilux Lens with 360° Optimization	✓	✓	✓	✓	✓
Competitive PAL A	✓	✓			
Competitive PAL B	✓				
Competitive PAL C	✓	✓	✓		

1. 609-wearer, 56-ECP study conducted from April-Aug 2005, Germany, U.K., France.

2. Independent 81-wearer double-blind clinical study, University of Valencia, October 2004-August 2005.

## Why No Competitor Can Match 360° Optimization

There are three critical factors that keep 360° Optimization ahead of competitors:

- > **Lens Design:** Any surfacing is only as good as the lens it is being applied to – no PAL brand exceeds Varilux for proven performance and patient satisfaction.
- > In fact, a non-digitally surfaced Varilux Physio lens was preferred 4:1 over a competitor's digitally surfaced premium PAL.<sup>2</sup>

Comp. PAL A  4:1  
Varilux Physio 

- > **Surfacing Calculation:** Point-By-Point Prescription Mapping™ is a patented algorithm that analyzes the front-side design and then calculates a unique, complementary back-side design.
- > **Surfacing Tools:** While competitors are content to use off-the-rack digital surfacing equipment, Essilor took digital surfacing to the next level by creating its own, patented equipment.
- > For example, an Essilor lens cutter has more facets than a standard cutter, so it crafts a more precise surface on the lens.

## Recommend lenses with 360° Optimization today

No digital surfacing process can match the benefits of a Varilux lens with 360° Optimization. For more information, contact your Essilor sales consultant or visit [www.varilux.com](http://www.varilux.com) today.

