



Customised to suit your LIFESTYLE.

Introducing Nova HD lens.

Nova HD is a personalised progressive designed specially for dynamic lifestyle! For example how often do you read from smart phone, or computers, are you an art enthusiast, or an architect. Providing customised lens for your visual needs!

Personalised eye and frame parameters

Wider and sharper vision

Wider choice of fashionable frames

Individual laser engraving on lens

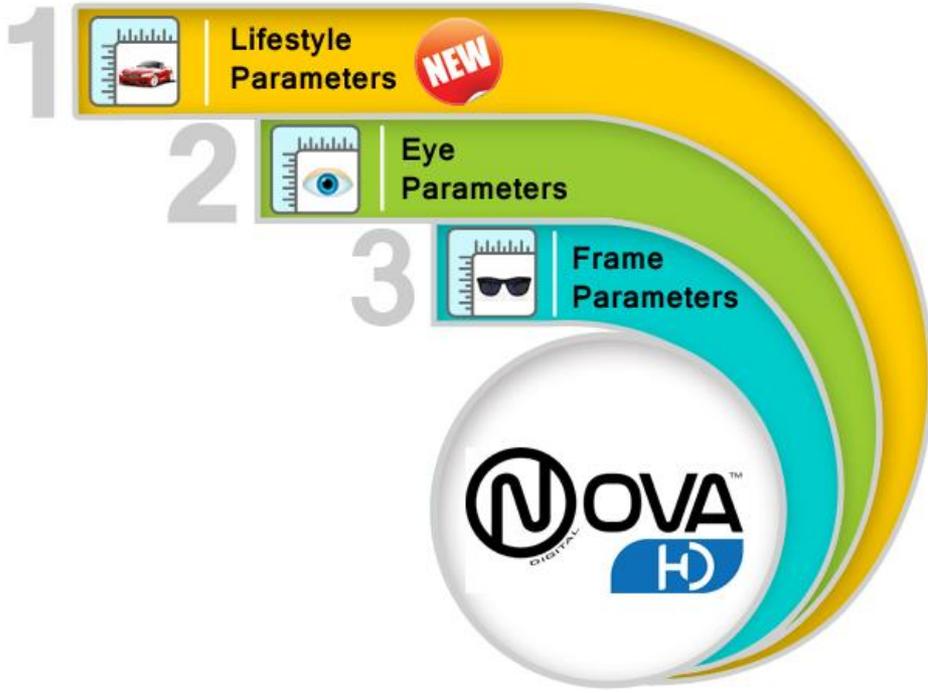
Nova HD is the most premium freeform progressive lens which offers high definition natural vision.

Nova HD is customized according to the



For example:

- How often do you read from smart phone?
- How often you work on computers,
- Are you an art enthusiast,
- Do you paint,
- Do you drive at night? If yes, then how many hours?
- Your hobbies



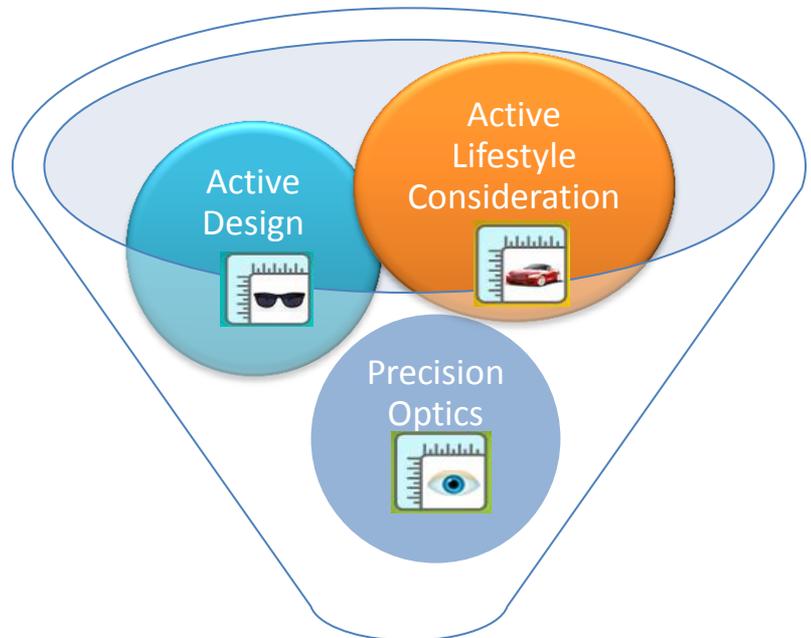
To give you a
perfect vision,
**we have
widened
ours.**



Presenting **Nova HD customized lenses** that are tailor-made to fit in your everyday life. Especially manufactured after considering the different visual aspects of your life, these lenses are as exclusive as your lifestyle.

NOVA HD DESIGN OVERVIEW

Personalization makes a big difference in all progressives.



Result: Customized lens, optimized for the wearer



- ❑ When a lens is optimized for a unique wearer, the best possible optics are achieved.
 - ❑ Even with same prescription and base curve, different persons will receive different lenses designed to their individual biometrics & frame selection.
- Best quality vision + superior comfort.**

Technology making vision clear
and comfortable no matter what

LIFESTYLE CONSIDERATION

- ❑ Customised according to different lifestyle activities of different individuals.
- ❑ Indoor, outdoor and leisure activities are noted and taken into consideration.
- ❑ Appropriate lens design chosen based on the complete lifestyle information of the individual.

Nova HD takes into account more than **20 personalized options** to offer you the best combination to meet your visual needs in order to suit your dynamic and active lifestyle.

FEATURES OF NOVA HD

PRECISION OPTICS

- ❑ Personalization as per frame and eye parameters.
- ❑ Free fit optics .
- ❑ Variable fitting height.
- ❑ Automatic and manual inset.
- ❑ Position of wear.

ACTIVE DESIGN

- ❑ Design customised according to visual zone preference
- ❑ Digital light casting technology
- ❑ Dynamic vision suitable for digital lifestyle
- ❑ Binocular balancing
- ❑ High resolution natural vision
- ❑ Instant adaptation for any prescription



LIFESTYLE CONSIDERATION

Nova HD design takes into consideration lifestyle activities such as:

Outdoor Activities



Indoor Activities



Leisure Activities



LIFESTYLE QUESTIONS TO DETERMINE THE PERFECT DESIGN

OUTDOOR ACTIVITIES



Gym



Gardening



Jogging



Travel



Golf



Mountain Climbing



Driving

LEISURE ACTIVITIES



Bicycle/Motorcycle



Watch Sports in a stadium



Shopping



Photography

INDOOR ACTIVITIES



Cooking



Dining



Desktop



Television



Musical Instrument



Movies

EVERY INDIVIDUAL IS UNIQUE

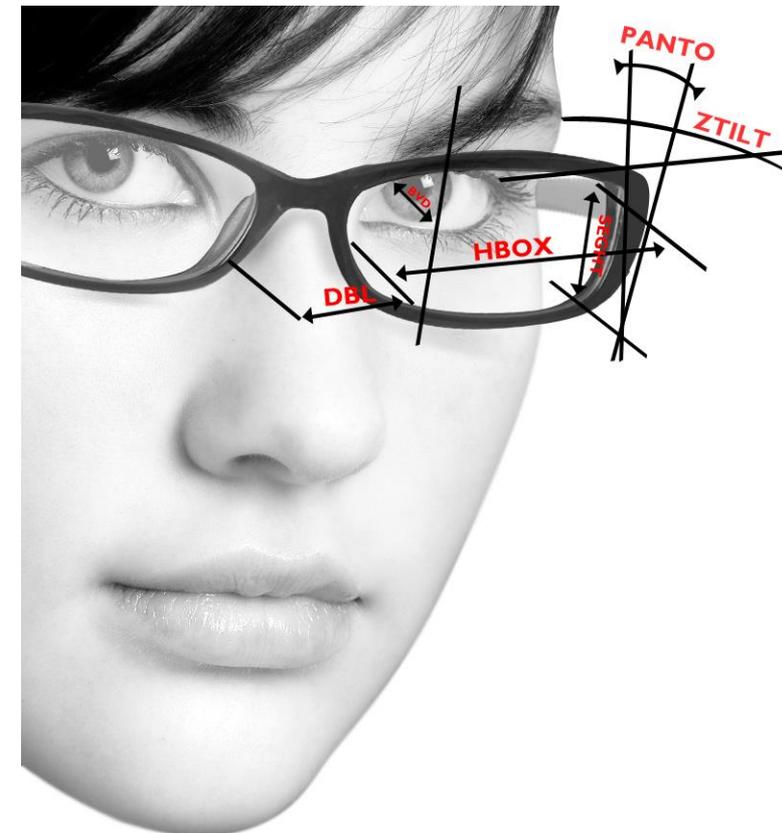


Everyone's face is unique - so are the frame and eye parameters.

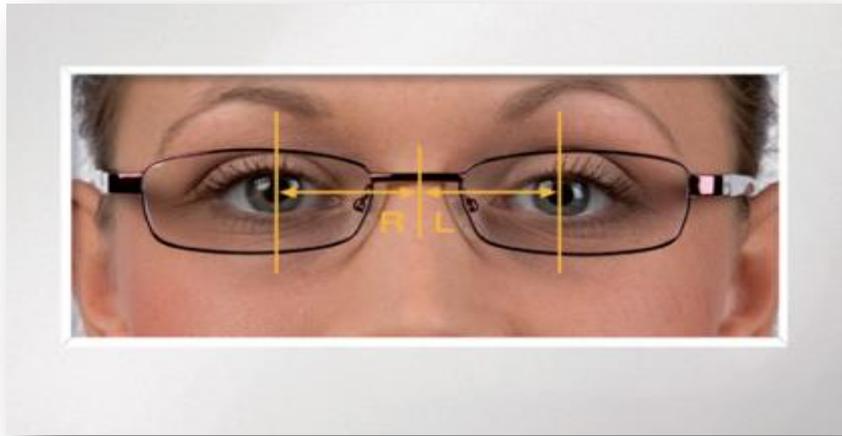
Standard prescription values for your lenses and individual values of the frame and eye can be determined, only from - YOU !

CALCULATION PARAMETERS

IPD	Monocular Centration Distance
SEGHT	Vertical pupil height measured from the lower boxed tangent
H BOX	Horizontal Boxed Lens Size of Frame
DBL	Distance Between Lenses
VBOX	Vertical Boxed Lens Size of Frame
PANTO	Pantoscopic Angle
Z TILT	Wrapping Angle
BVD	Back Vertex Distance
NWD	Near Working Distance

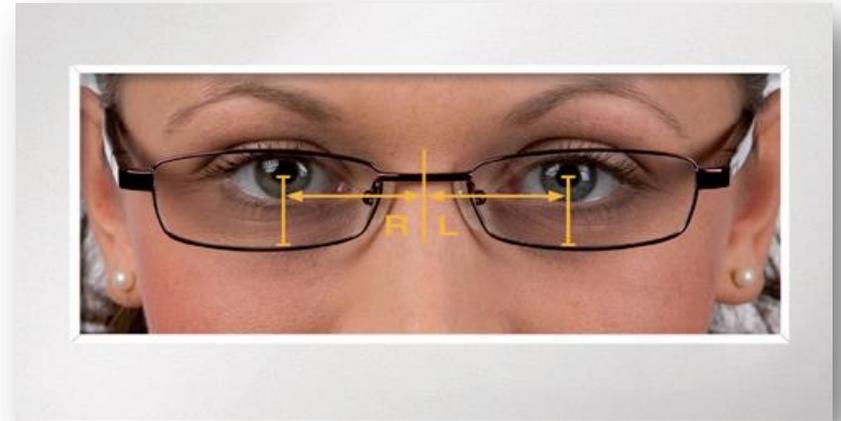


CALCULATION PARAMETERS

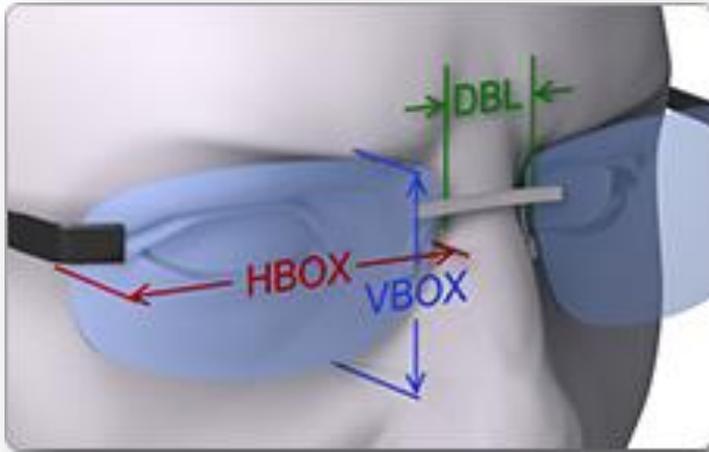


Pupillary Distance is the first & most important factor for a natural vision by the progressive wearer.

Pupil Height: is required to determine the comfortable fitting height as per the frame height.

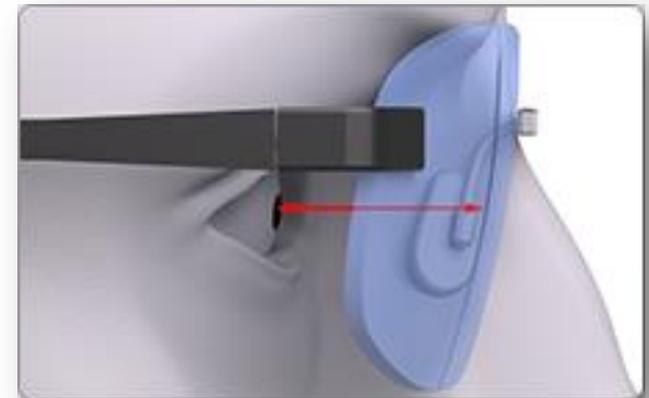


CALCULATION PARAMETERS



1. Frame type
2. Lens height (B height)
3. Lens width (A height)
4. Bridge width (DBL)

Back vertex distance is essential for the quality of the vision, measuring the distance ensures that the lens is tailored for the best level of vision.



VARIABLE FITTING HEIGHT



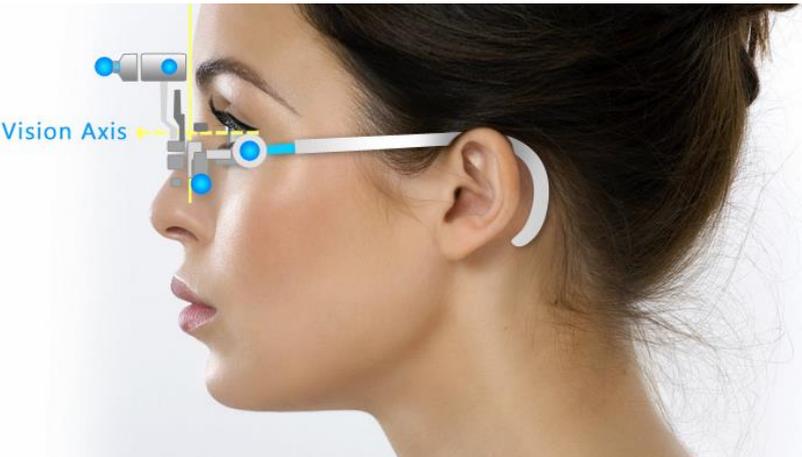
Always the right progressive corridor length !

Nova HD adapts the progressive corridor length precisely to the desired fitting height between 14mm to 22mm

POSITION OF WEAR

The Trial Lens used in trial frame for Objective Refraction / eye testing, has a different position of wear as compared to the actual frame and lenses worn by the wearer.

Nova HD takes into consideration the actual position of wear in order to provide the best corrected vision.



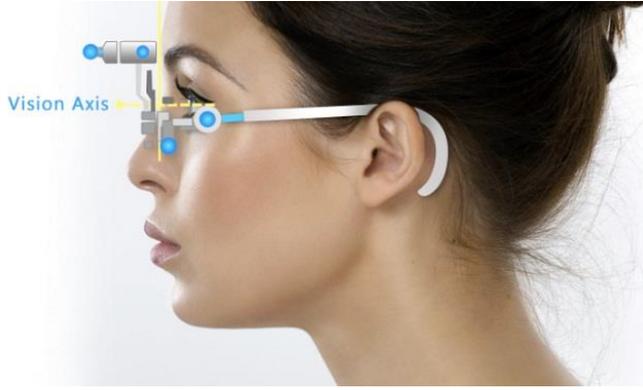
Position of wear of trial frame during eye testing



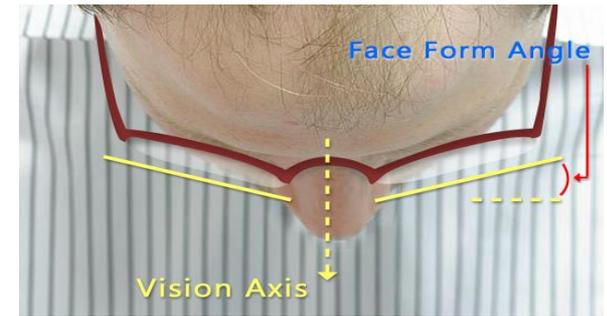
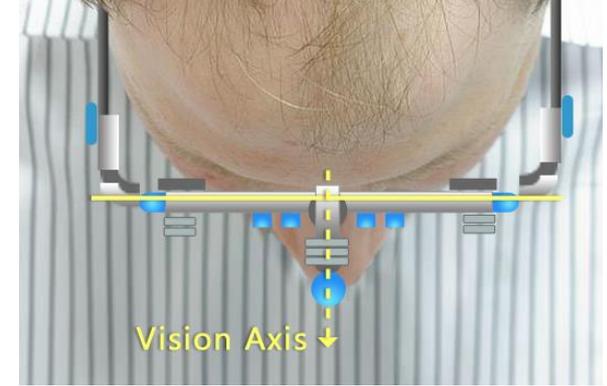
Position of wear of the actual frame

Free Fit Optics (FFO) calculates the actual power for the particular frame at the wearing position.

Pantoscopic Tilt:



Panaromic Angle:



The difference between the Trial Frame & the Patient Frame.

The difference between the Trial Frame & the Patient Frame.

A person whose prescription is $(-4.5, 0 \times 0, \text{ADD } 2.50)$, has chosen a frame with a pantoscopic tilt of 10 degree and a face form angle of 5 degree

If s/he will wears a manufactured lens that does not take into consideration the frame's geometry the Eye prescription will be: $(-4.75, -0.24 \times 16, \text{ADD } 2.66)$

Nova HD lenses are designed to take this difference of prescriptions into account.

Therefore, in the previous example, the manufactured lens will have a **Compensated Prescription of:**
 $(-4.21, -0.25 \times 102, \text{ADD } 2.30)$.

When worn by the user, this lens will exactly match his/her prescription:
 $(-4.5, 0 \times 0, \text{ADD } 2.50.)$

Nova HD incorporates **three different designs** for varying requirements

Based on the power details and the lifestyle, Nova HD automatically selects the design best suited for the wearer.



Far vision preference



Balanced design



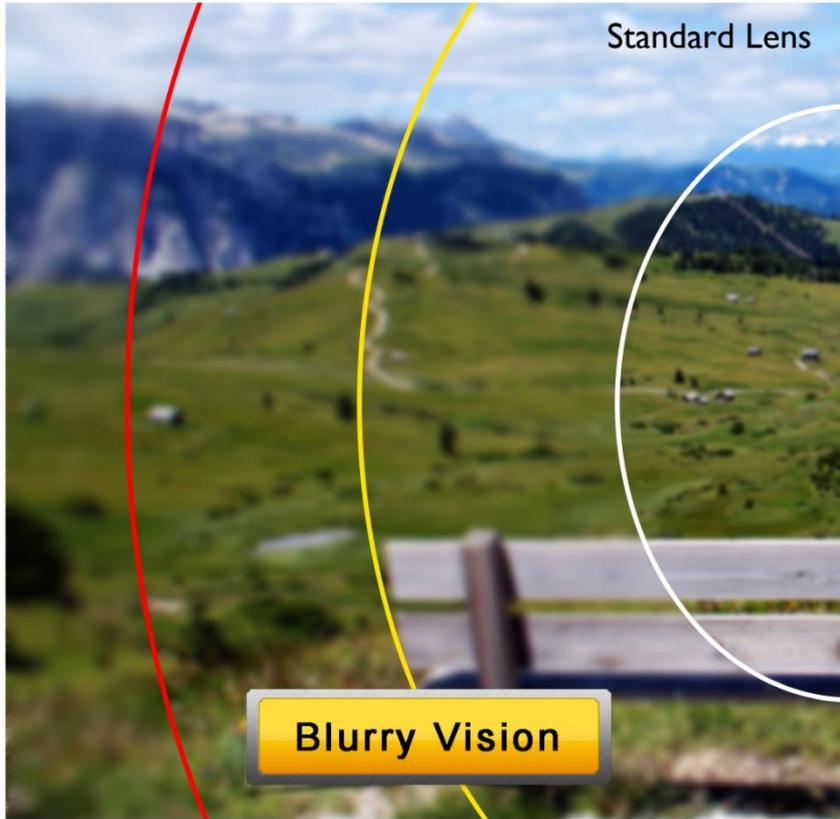
Near vision preference

Digital Light Casting is an innovative calculation technique that uses a design engine to optimize the lens with a simulation of binocular eye lens system taking into consideration

The lens position with the eye movements.

- ❑ Digital Light Casting calculation **guarantees a first class power optimization that considers all the gaze directions.**
- ❑ Oblique astigmatism is **totally compensated in all gaze directions for any power or type of frame.**
- ❑ Every lens is **individually calculated guarantying a customised solution for any prescription and base curve**

DIGITAL LIGHT CASTING TECHNOLOGY



STANDARD PAL



NOVA HD

LIFESTYLE OF A PRESBYOPE TODAY

Lifestyle of a presbyope in today's time has become very dynamic and challenging.

- ❑ New technologies are evolving at the same time.
- ❑ More and more people are using digital devices of all kinds.
- ❑ This has resulted in a new visual challenge for the presbyopes.
- ❑ It requires them to switch back and forth between distant and mid-range viewing and reading of small texts on mobile phones or handheld digital devices.



NOVA HD WITH ENHANCED DYNAMIC VISION FOR DIGITAL LIFESTYLE IS THE SOLUTION FOR THIS CHALLENGE



Presbyopia is a condition where, with age, the eye exhibits a progressively diminished ability to focus on near objects.

ENHANCED DYNAMIC VISION FOR DIGITAL LIFESTYLE

- ❑ **Nova HD** provides optimal viewing comfort for every visual range and activity, with special focus in the 40 cm-70 cm range, needed for viewing today's handheld devices like smart phones, tablets, laptops, digital cameras etc.
- ❑ **Offers quick appearance of the addition & upto 20% more addition power than standard progressive lenses in the 40cm -70cm vision range**
- ❑ **Nova HD offers, up to 20% wider reading area with full addition and 20% wider intermediate area**, thereby offering extra viewing comfort for digital devices & easy transitions between lens zones.



ENHANCED DYNAMIC VISION FOR DIGITAL LIFESTYLE



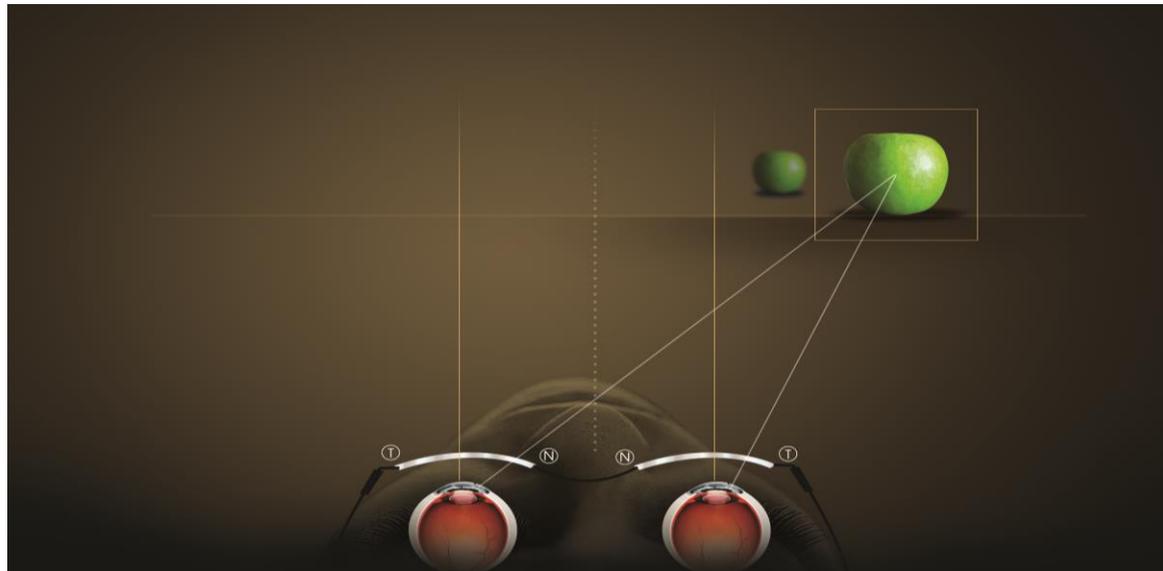
Standard PAL



Nova HD

BINOCULAR BALANCING

Binocular Balancing method calculations are made to connect all the points in the peripheries of the pair of lenses to create the smoothest power transitions possible.



NOVA HD offers clear vision at all zones of the lenses, eliminating unwanted distortions, even when the image is viewed from nasal & temporal sides at the same time.

NOVA HD ORDER FORM

We would like to recommend you the most customised Progressive Lens



Lens Index 1.50 1.56 1.57 1.53 1.59 1.60 1.67 1.74

Coating HC HMC SATIN SATIN PLUS

Tint Laser Engraving Initials

Step 1

Lens Prescription

	Sph	Cyl	Axis	ADD	Prism	Base	PD	F.H.	B.C.	Dia
R										
L										

Frame Information

Width of Frame	Height of Frame	Nasal Width	Cornea vertex distance	Pantoscopic Tilt	Face form angle

Frame Shapes



Frame Type Zyl Edge Metal Edge Drilled Rimless Supra

Step 2

Lifestyle Scenes

Cooking	Desktop/PC	TV	Gym	Gardening	Musical Instrument
Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often
Shopping	Dining	Photography	Travel	Jogging	Walking
Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often
Driving	Movies	Stadium	Golfing	Mountaineering	Bicycle/motorcycle
Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often	Seldom/Often

Step 3

Eye care Professional's Input

Near Priority Balance Vision Distance Priority

Customer Order Form

Client ID

Company

City

Phone

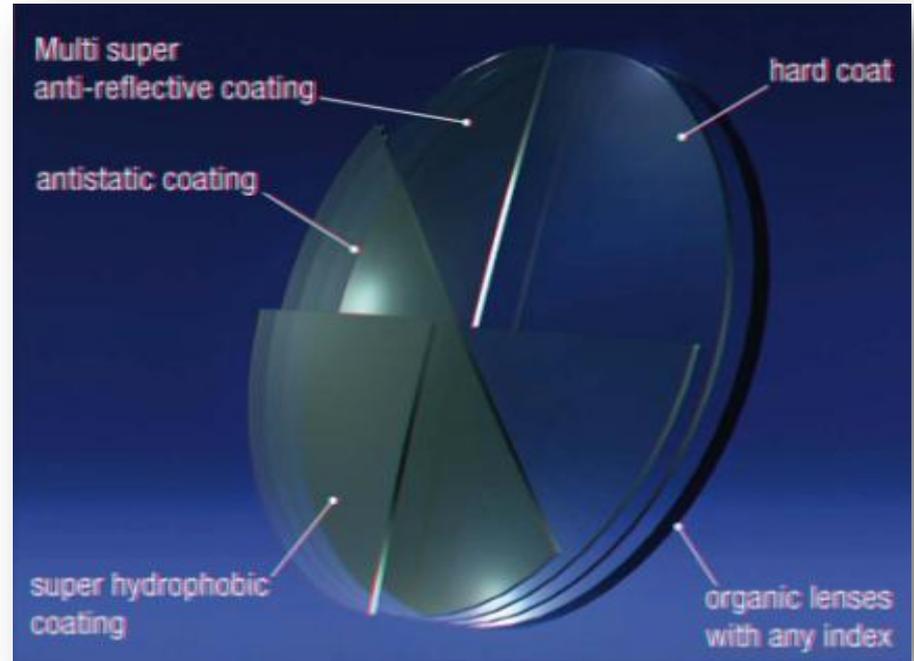
NOVA HD IN A SNAPSHOT

LENS FEATURE	CUSTOMER BENEFIT
Personalisation as per frame and eye parameters	Ensures perfect vision and maximum comfort
Variable fitting heights	Freedom to choose any size of frame
Automatic and manual inset	Thanks to the variable inset, the wearer always enjoys a maximum, binocularly usable field of view
Position of wear	Provides customized solutions for different frames and wearer's frame wearing habits.
Lifestyle consideration	Revolutionary technology incorporates the lifestyle activities such as occupation, hobbies and visual habits into the lens design.
Specially designed for digital devices	Provides optimal viewing comfort for every visual range and activity. It gives comfortable sharp focus in the 40 cm-70cm range needed for viewing today's handheld devices like smart phones, tablets, laptops
Binocular Vision Control	Offers clear vision at all zones of the lenses, eliminating unwanted distortions, even when the image is viewed from nasal & temporal sides at the same time.

AVAILABLE WITH THE OPTIMUM SET OF COATINGS

You get the benefit of our latest set of coatings:

- ❑ Hard coat - HC
- ❑ Anti-reflective coating - HMC
- ❑ Super hydrophobic coating and anti static coating



NOVA HD AVAILABILITY

	Material					
	Clear	Transitions	XTRActive	LARISED	DRIVEWEAR	
Nova HD PAL 1.50	-8,00 to +10,00	-8,00 to +10,00	-8,00 to +10,00	-7,00 to +10,00	-7,00 to +10,00	<70/75
Nova HD PAL 1.56	-8,00 to +10,00					<70/75
Nova HD PAL 1.57	-8,00 to +10,00					<70/75
Nova HD PAL Trivex	-8,00 to +10,00	-8,50 to 10,00	-9,00 to +10,00	-7,00 to +10,00		<70/75
Nova HD PAL Poly	-10,00 to +10,00	-10,00 to +10,00	-10,00 to +10,00	-10,00 to +10,00	-8,50 to +10,00	<70/75
Nova HD PAL 1.60	-10,00 to +10,00	-11,00 to +10,00	-10,00 to +10,00	-8,00 to +10,00		<70/75
Nova HD PAL 1.67	-11,00 to +10,00	-11,00 to +10,00	-10,00 to +8,00	-10,00 to +10,00		<70/75
Nova HD PAL 1.74	-12,00 to +10,00	-12,00 to +10,00				<70/75
Nova HD PAL Tribrid 1.60	-12,00 to +9,00					<70/75

Available upto 6 Cyl
Addition +0.75 to +3.50

HAPPY SELLING