





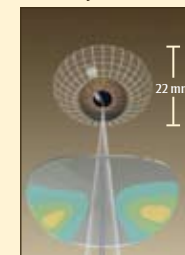
# Accolade™ Competitive comparison

Manufacturer	Commercial name	Main claim	Concept	Surfacing technology		Design features		
				Front side	Backside	MFH	Multi-design by ametropia	Multi-design by ADD
	<i>Accolade™</i>	See better, faster Integrating eye shape into individualized lens design to help patients see better, faster	<b>Harmonix™ Technology</b> Optimizes lens design based on eye shape to provide greater acuity through customized fields of vision, resulting in better visual performance	Digitally molded	Traditional surfaced	17 mm	Yes	Yes
	GT2	<b>Engineered for Total Satisfaction</b> Tailored for wearer ergonomics and optimized for maximum clarity	<b>ZEISS Optical Optimization &amp; Management</b> Optimized for maximum clarity	Traditional mold process	Traditional surfaced	17 mm	No	Yes
	Gradal® Top	<b>Premium progressive for everyday use</b> Comfortable, natural vision from the outset with no adaptation delays or swim effects	<b>Horizontal symmetry</b> Guaranteeing optimum binocular vision and identical visual impressions	Traditional mold process	Traditional surfaced	18 mm	No	Yes
	SOLA VIP®	Especially for current bifocal or progressive wearers	<b>Mono design technology</b> Wider zones for increased comfort	Traditional mold process	Traditional surfaced	18 mm	No	No
	SOLAMax™	Best for bifocal conversion	<b>Comfortable all-day wear</b> Designed to meet the need for better near and intermediate vision without sacrificing distance	Traditional mold process	Traditional surfaced	17 mm	No	No
	Percepta™	<b>Unique designs</b> to meet the needs of myopes, emmetropes, and hyperopes	Comfortable vision in all vision fields	Traditional mold process	Traditional surfaced	18 mm	No	No
	AO Easy®	<b>Easy wear, easy adapt, easy choice</b> Balances comfort and utility	<b>Innovation</b> Builds upon the strength of AO Compact®	Traditional mold process	Traditional surfaced	18 mm	Yes	Yes
	Precise™	<b>More Clarity More Places</b> Provides clarity through broader sections of the lens	<b>Vision First Design™</b> builds upon the strength of the KODAK brand	Traditional mold process	Traditional surfaced	20 mm	No	No
	Genesis™	<b>ReCreating Perfect Vision®</b> For every angle, every vision zone and every prescription	<b>Eye-Point Technology™</b> Ray-tracing program taking into account various parameters common to most manufacturers	Traditional mold process	Traditional surfaced	19 mm	No	No

## Accolade with Harmonix Technology Creating visual harmony for each individual eye shape

**Each eye shape requires a unique lens design to maximize vision and adaptation**

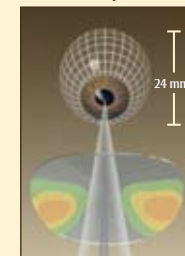
### Hyperopes (Short eye)



A more compact eye shape resulting in a flatter retina—creating the need for softer power changes

Harmonix design manages power changes offering up to 17% softer gradients

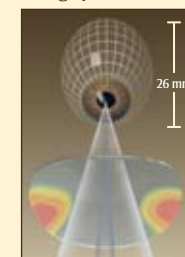
### Low ametropes (Medium eye)



A mostly spherical eye shape resulting in a curved retina—creating the need for minimal distortion

Harmonix design provides the best balance between wide fields of vision and smooth gradients

### Myopes (Long eye)



An elongated eye shape resulting in a steeper curved retina—causing the wearer to need wider visual zones

Harmonix design delivers up to 12% wider fields of vision

**Proprietary Essilor Information:  
For Internal Use Only  
Do Not Distribute**

# Accolade Freedom™ Competitive comparison

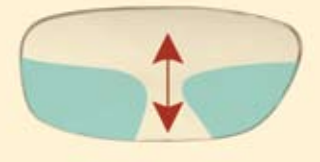
Manufacturer	Commercial name	Main claim	Concept	Surfacing technology		Design features		
				Front side	Backside	MFH	Multi-design by ametropia	Multi-design by ADD
	<b>Accolade Freedom™</b> <small>With FrameOptimization™ Technology</small>	Freedom to choose the frames you want Providing more natural vision and freedom of frame choice	<b>FrameOptimization™ Technology</b> Optimizes the fields of vision for any frame by modifying the backside design	Digitally molded	Digitally surfaced	17-15 mm	Yes	Yes
	<b>Gradal® Individual</b>	<b>Individual lenses</b> Engineered for your eyes only	<b>HD technology</b> Incorporates unique fitting parameters into lenses made "just for you"	Direct surfaced	Traditional surfaced	18 mm	No	Yes
	<b>Gradal® Brevity</b>	<b>Big news in smaller frames</b> Zeiss technology in an ultra-short progressive zone	<b>Horizontal symmetry</b> Binocular vision and balanced visual fields	Spherical	Direct surfaced			
	<b>SOLAOne HD™</b>	<b>Break through the limitations of ordinary lenses</b> High definition vision for every wearer	<b>HD technology: individual optimization</b> Creates the ideal lens design surface for each wearer	Spherical	Direct surfaced	18 mm	No	Yes
	<b>AO Compact®</b>	<b>Still the best choice</b> Even for your smallest frames	<b>Engineered for small frames</b> The original short-corridor progressive lens	Traditional mold process	Traditional surfaced	15 mm	No	Yes
	<b>Concise™</b>	<b>Designed for small frames</b> Short corridor, wide clear distance	<b>Vision First Design™</b> Builds upon the strength of the KODAK brand	Traditional mold process	Traditional surfaced	17 mm	No	No
	<b>Autograph™</b>	<b>Personalized Optics™</b> Your personal signature lens	<b>Personalized Freeform Technology™</b> Software selects the lens design	Spherical	Direct surfaced	19 mm	Yes	Yes
	<b>Piccolo™</b>	<b>Small, smart &amp; soft</b> Short frames, short of compromises	<b>Eye-Point Technology™</b> Allows for smaller frame styles	Traditional mold process	Traditional surfaced	16 mm	No	No

## Accolade Freedom with FrameOptimization™ Technology

Lens design optimized based on available visual space



Maximizes horizontal visual space



Maximizes vertical visual space

**Proprietary Essilor Information:  
For Internal Use Only  
Do Not Distribute**



©2007 Essilor of America, Inc. Essilor is a registered trademark of Essilor International, S.A. Accolade, Accolade Freedom, Harmonix, and FrameOptimization are trademarks of Essilor of America, Inc. Zeiss, Gradal is a registered trademark of Carl Zeiss Optical, Inc. SOLA VIP, SOLAMax, Percella, and SOLAOne HD are registered trademarks of SOLA International, Inc. AO Easy and AO Compact are registered trademarks of American Optical IP Corp. Kodak is a trademark of Kodak, used under license by Signet Armolite, Inc. Precise, Concise, and Vision First Design are trademarks of Signet Armolite, Inc. ReCreating Perfect Vision is a registered trademark and Shamir Genesis, Shamir Autograph, Shamir Piccolo, Personalized Optics, Personalized FreeForm Technology, and Eye-Point Technology are trademarks of Shamir Optical Industry Ltd.

LACC000009 BST/RVH 1/07