

Kodak PowerUp Lens

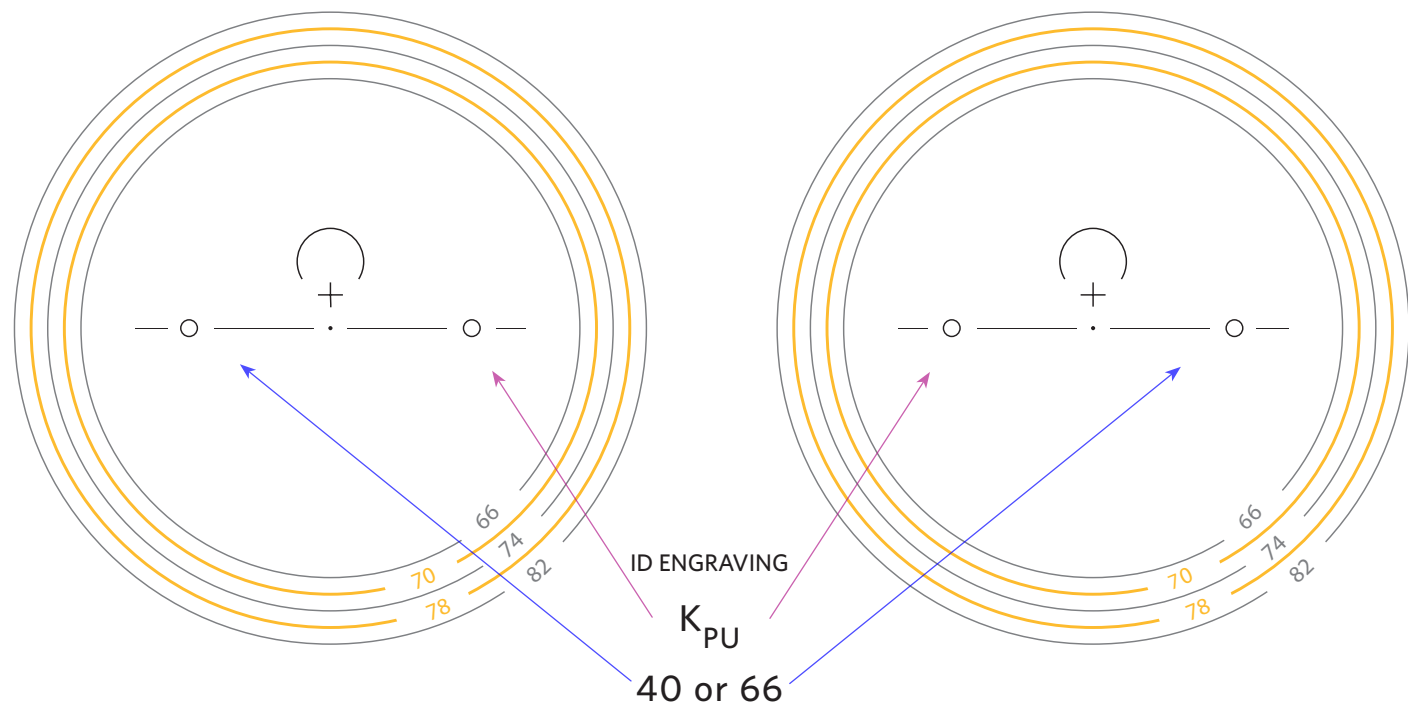


DISPENSING

Kodak PowerUp Lenses are fitted, ordered and dispensed like a single vision but require monocular PD and fitting heights. A minimum fitting height of 14mm is recommended.

FINISHING

Kodak PowerUp Lenses should be blocked and finished like a progressive lens for proper boost placement.



NOTE: Prism may be added to **Kodak PowerUp Lenses** up to 5.00D in any direction.

ALL DAY COMFORTABLE VISION



See the **Colors of Life**®

Kodak LENS

Signet Armorlite, Inc.
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Kodak
PowerUp Lens



A DIGITAL REALITY

As the use of digital devices increases, eyecare professionals are hearing these complaints from patients of all ages:

- » Dry and tired eyes
- » Eye strain
- » Headaches
- » Blurred vision

The constant focusing on a near-distance device screen is one of the main culprits. And these complaints will continue to grow as our modern lifestyles depend more and more on technology.

STATISTICS

36% of Americans own a smartphone, computer and tablet. This number has doubled since 2012.¹

- » 77% of U.S. adults own smartphones; 45% have tablet computers.
- » 92% of those ages 18-29 have a smartphone
- » 88% of those ages 30-49 have a smartphone

WHAT IS DIGITAL EYE STRAIN OR COMPUTER VISION SYNDROME?

Digital Eye Strain, also known as Computer Vision Syndrome (CVS), consists of a group of eye and vision-related problems resulting from prolonged computer, tablet, and smartphone use. Eye discomfort and vision problems may result from viewing digital screens for extended periods.



- » 65% of American adults reported having symptoms of digital eye strain³
- » More than 83% of Americans report using digital devices for 2+ hours/day³

OPTIONS

To reduce digital eyestrain, the most logical step is to reduce the time spent using digital devices. However, in today's connected, fast-paced digital environment, that is not an option.

Your patients need a lens which gives them the boost to keep their eyes as fresh by the end of the day as when they opened their laptop or turned on the smartphone at the beginning of the day.

A LENS SOLUTION

Kodak PowerUp Lenses offer:

- » Targeted vision support for extended digital device usage
- » Advanced technology, simplified
- » Two levels of reading support
- » A brand name that patients know and trust



TWO BOOST LEVELS

Kodak PowerUp Lens simplifies dispensing by offering two levels of powering up the reading area.

- » LOW POWER = +0.40D boost
- » MORE POWER = +0.66D boost

PATIENT BENEFITS

The **Kodak** PowerUp Lens low power option provides young patients with just enough magnification in the reading area to take the burden off the eye muscles when focusing on up-close digital devices.

Adults in their 30s benefit from more power in the reading area to comfortably end their work day and continue through the evening, enjoying their personal devices.

Kodak PowerUp Lens provide comfortable vision near and far, all day. Combine with the patient's distance prescription

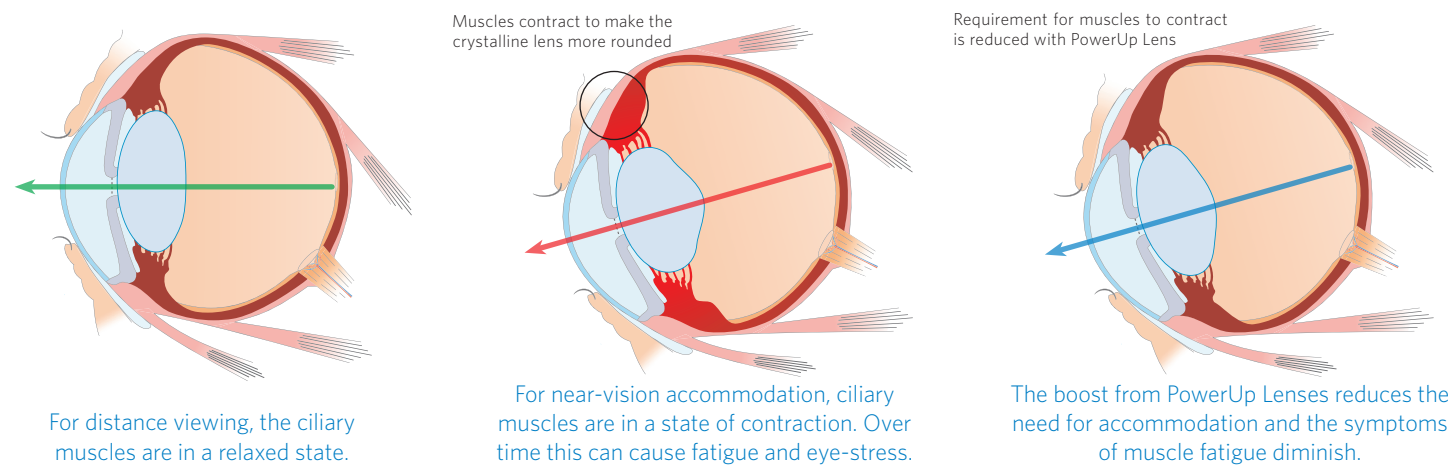
GLARE AND BLUE LIGHT FILTRATION

In addition to the convergence strain on the eye muscles when viewing digital devices at close range, the emission of high energy blue light and glare from the screen increases visual discomfort and stress.

Always recommend anti-glare and blue light filtering options. **Kodak** PowerUp Lenses are compatible with all major anti-reflection brands and available with **Kodak** Total Blue Lens blue light filtration.

Kodak Total Blue Lenses are a hybrid of special lens material and AR coating that reduces glare, blocks 100% UV and filters up to 80% of harmful blue light wavelengths between 380-440nm.

Visit www.signetarmorlite.com for more information.



¹ Pew Research Center, 2015

² Pew Research Center, Technology Survey, June 2017

³ The Vision Council, 2015 survey