

SuperReaders

As part of the ‘lenses for lifestyle’ portfolio SuperReaders are the latest addition to the occupational category.

Our most innovative occupational lens allowing wearers a more versatile lens designed to suit their visual needs and support their tasks, both at work, home and in leisure activities.

Customer challenge

- The last decade has seen increased use of digital devices in daily life.
- The Covid-19 pandemic has put further demands on our vision, especially close up tasks.
- This increased demand led to the need for this type of product.

Who is suitable?

- Current progressive lens wearers with task specific needs, where progressive lenses limit the size of the viewing zones.
- Presbyopes with specific intermediate and near vision needs.
- Single vision lens wearers who require quick adaptation to their changing focus needs.

Features



Larger viewing zones.



Dual focus lens design.



Smooth power transition efficiency.



SuperDigital design fingerprint.



Customised distances 1m/2m/3m.

Benefits



Enhances visual performance through wider viewing zones.



Greater viewing experience - minimal perceived distortion.



Easier adaptation and co-use with SuperDigital lenses.



Helps to reduce visual fatigue, neck and eye strain.



Provides lenses tailored to support wearer’s needs.

Wearer key points

- Predominantly uses the near and intermediate vision zones.
- Ideal for indoor work, which requires a near and intermediate viewing experience.



Restrictions

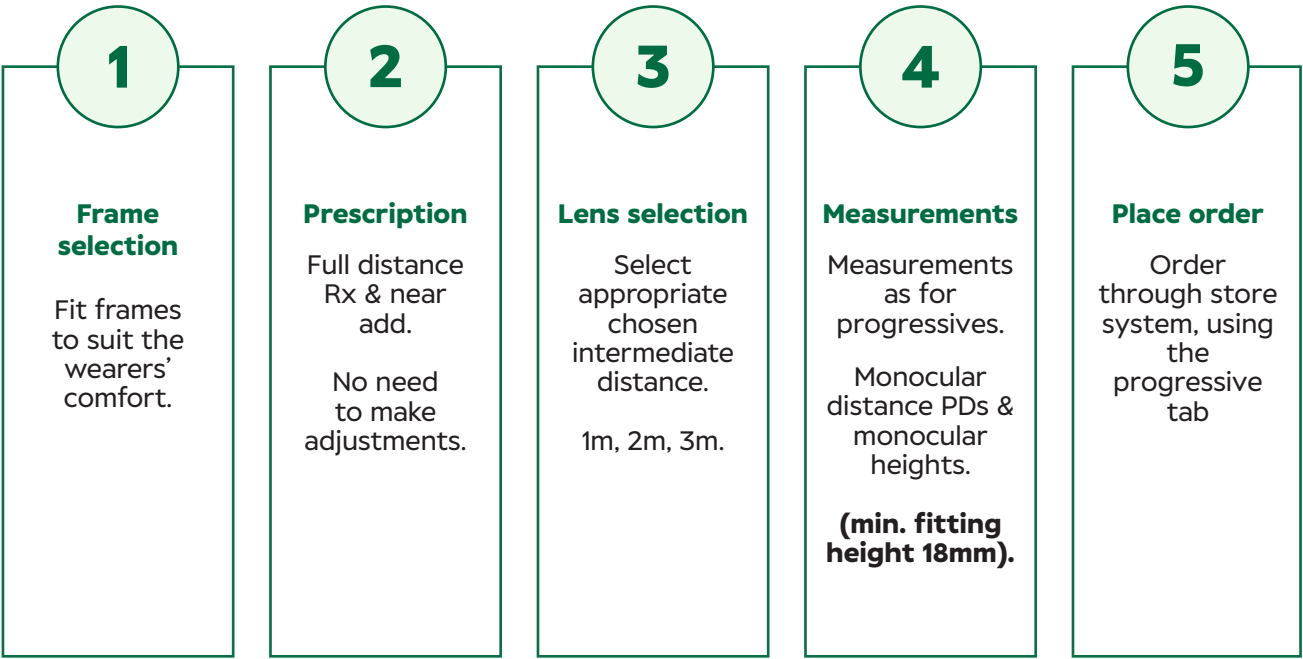
Not suitable for driving.

Lens design

Progressive style occupational lenses, providing wearers with an excellent intermediate viewing area. This inevitably enables the wearer to have flexibility and comfortable viewing for longer periods.

Dispensing guide

A simple & seamless process

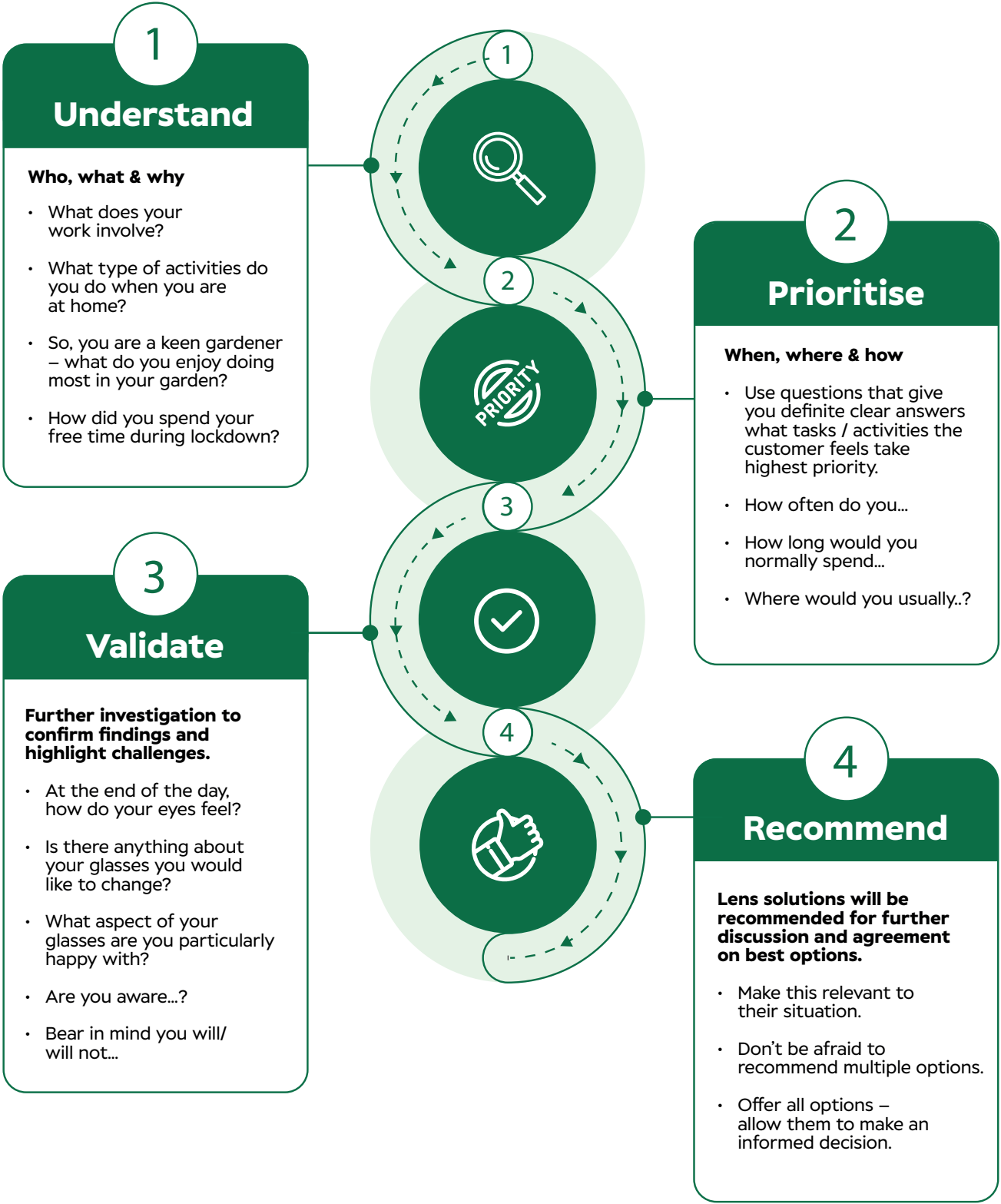


Average wearer parameters		
BVD	Pantoscopic tilt	Wrap angle
12mm	9°	6.5°

Measurements required					
	Distance prescription	Monocular distance PD	Monocular fitting height	Working distance (1/2/3m)	Lens markings
SuperReaders	✓	✓	✓	✓	S1, S2, S3

Starting lifestyle conversations

The SuperSelector and VDT are invaluable tools to enable the customer in making an informed decision about the lens solutions available. Designed to support all colleagues in having lifestyle conversations with presbyopic customers.



Distances explained

SuperReaders 1

A progressive design for 1m tasks and near.

Example 1m tasks:

Example near tasks:

- Great for near, detailed & static tasks.
- Greater natural vision experience compared to single vision lenses only.
- Designed for prolonged, concentrated tasks whilst maintaining natural posture.

Provides clear vision from reading distance to a intermediate distance of 1m.

SuperReaders 2

A progressive design for 2m tasks and near.

Example 2m tasks:

Example near tasks:

- Great for small group social interactions.
- Facilitates the easy transition between zones, allowing for natural vision when looking at digital and print media.
- Designed to give the wearer full benefits of intermediate and near viewing.

Provides clear vision from reading distance to a intermediate distance of 2m.

SuperReaders 3

A progressive design for 3m tasks and near.

Example 3m tasks:

Example near tasks:

- Great for larger group social/work interactions.
- Wearer is interacting with surrounding environment & others.
- Designed to give natural comfortable vision when repeatedly shifting focus between near to far.

Provides clear vision from reading distance to a intermediate distance of 3m.

Verification of SuperReaders lenses

Our goal is to provide the best vision possible.

We adjust performance for the correct wearing positions. It is important for dispensers to remember when checking the lenses, that they will **NOT** match ordered powers, instead, powers will be as per the compensated freeform calculation.

1

Identification

Identify lenses using laser engravings.

Mark up relevant zones using the SuperReader 1-2-3 Centration chart.

2

Reference compensated powers

Compensated powers are printed on the lens packets.

Record compensated powers on collection notes.

3

Focimetry

Measure the compensated intermediate Rx power in the distance checking circle (distance reference point).

The relevant tolerances can be applied as for any progressive lens.

Benefits to dispensing SuperReaders

- ★ Wider viewing where the customer needs it the most.
- ★ Easier switching between other spectacle lenses.
- ★ Customer focused approach securing future dispensing.
- ★ Tailored solution to suit wearers unique needs.
- ★ Simple to dispense no extra measurements or training.

Choosing the SuperReader design offers benefits not only for the customer – but your practice too.

Wider viewing where the customer needs it the most.

Easier switching between other spectacle lenses.

Customer focused approach.

Tailored solution to suit wearers unique needs.

Simple to dispense.

Top tips

- ★ Fully understand customer needs ensuring the right recommendation is given.
- ★ Make no amendments to the prescription.
- ★ Select appropriate intermediate distance.
- ★ Remind the wearer these are not to be worn for driving or general purpose use.
- ★ Help the wearer to understand the main benefits to them:
- ★ Wider intermediate viewing area.
- ★ Comfortable viewing where they need it.

SuperDigital & SuperReader

A meaningful, second pair dispensing opportunity.

	SuperDigital	SuperReader
Purpose	Everyday progressive for all day viewing.	Task specific “dual powered” lens, for viewing at set distances.
Who	All presbyopes.	Presbyopes (especially those who experience limitations). Static viewing for regular periods of time.
Viewing	Distance, intermediate and flexible near.	Customised intermediate and flexible near viewing (intermediate distance: 1, 2 or 3m).
Feature	Quick & easy adaptation from other progressives.	Wider viewing zones for near and intermediate. Easy to wear alongside other spectacles.
Wearer benefit	Latest design general purpose lens that is easy to adapt. Easier transition between all viewing zones.	Comfortable & enhanced viewing across wider viewing zone. Meaningful lifestyle specific pair, tailored to the wearer’s unique needs.