

SuperDigital

Our most innovative all day progressive lens. For clear and comfortable natural vision, all day, every day.

Who is suitable?

The best general purpose progressive for all presbyopes, first time or established progressive wearers. The only lens designed with today's modern connected lifestyles in mind.

Features

- Available in 3 fitting height options A, B & C.
- Innovative lens design allows easy switching between different viewing distances.
- Slightly wider corridors and easily accessible near zone.
- Very soft design.

- Optimised using advanced freeform technology.
- Smooth transition for easy, natural viewing & fast adaptation.
- Visual zones enhanced for the different distances we have to focus at in day-to-day activities
- Allows for natural head & body posture to ensure all day comfortable viewing.
- Supports smoother transition for easier fitting & faster adaptation.

Benefits

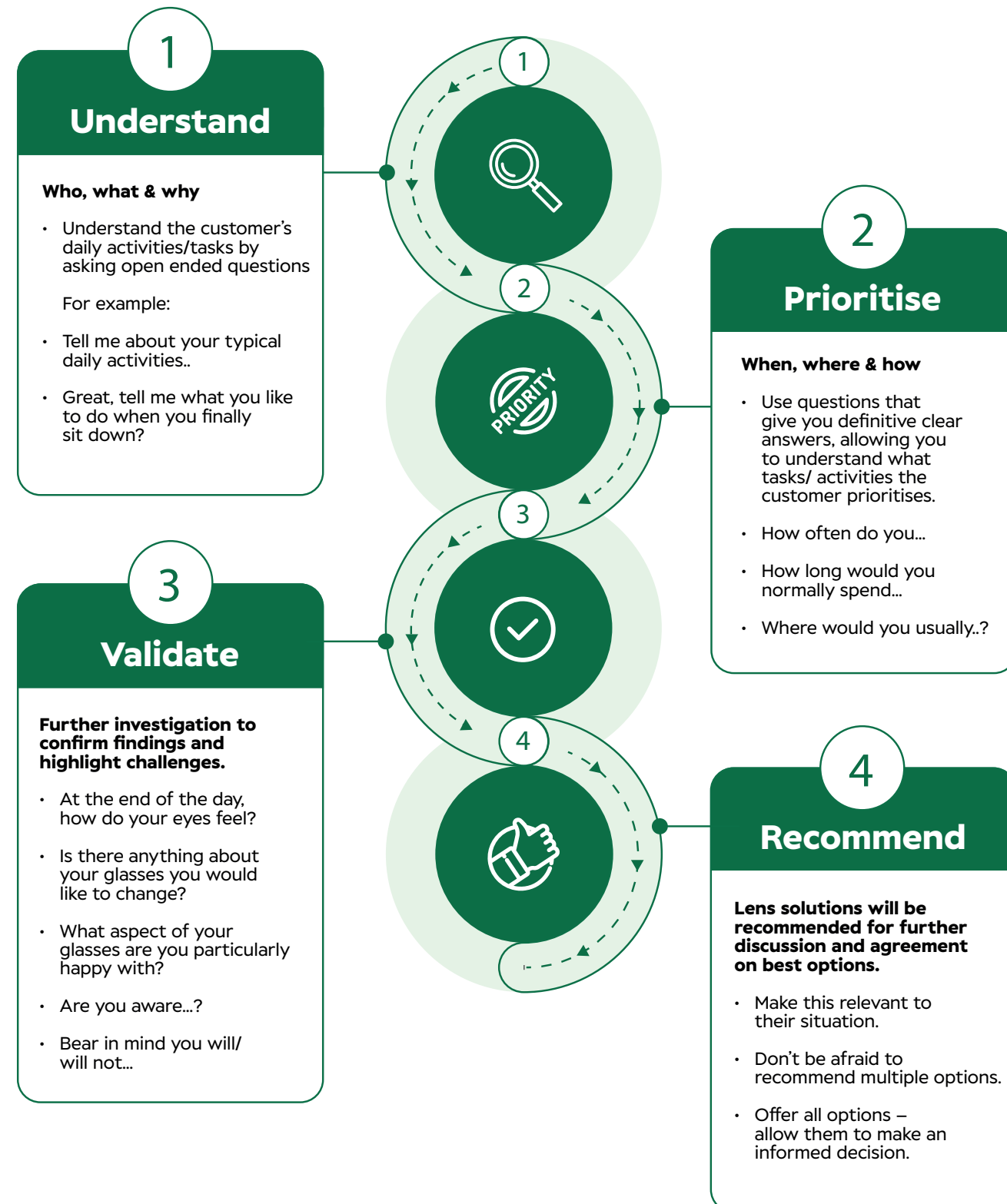
- Clear and comfortable vision all day long.
- Enhances visual performance when viewing digital devices.
- Facilitates natural reading of both digital and print media.
- Supports customers changing visual needs throughout the day.
- Helps to reduces visual fatigue, neck and eye strain.

- Easy to fit. Easy to wear. Easy to adapt.
- Greater 1st time fitting success.
- Simple to dispense - mono PDs and vertical heights as per progressive dispensing.
- Improved wearer satisfaction.
- Exclusive to Specsavers.



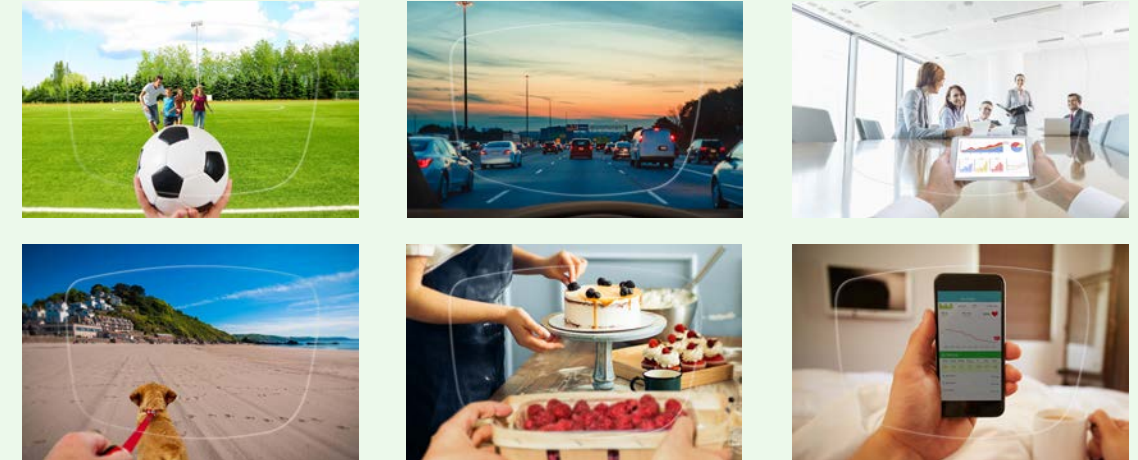
Starting lifestyle conversations

In order to have a meaningful, impactful conversation it is vital to understand and identify the customers' KEY visual needs. The SuperSelector and VDT tools are designed to support colleagues in having lifestyle conversations with customers. This is the best way to interact and get the customer engaged in a natural way to give you precise information.

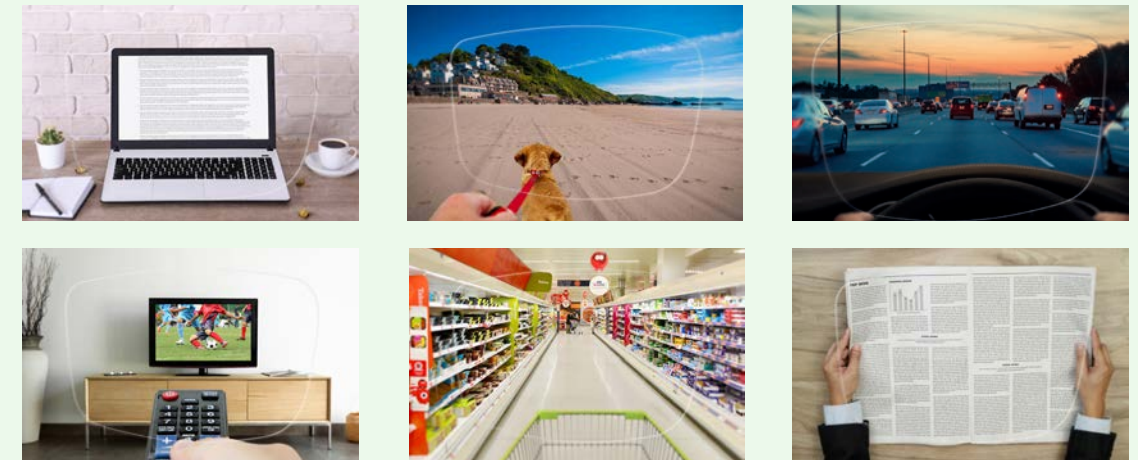


Which visual best describes your day?

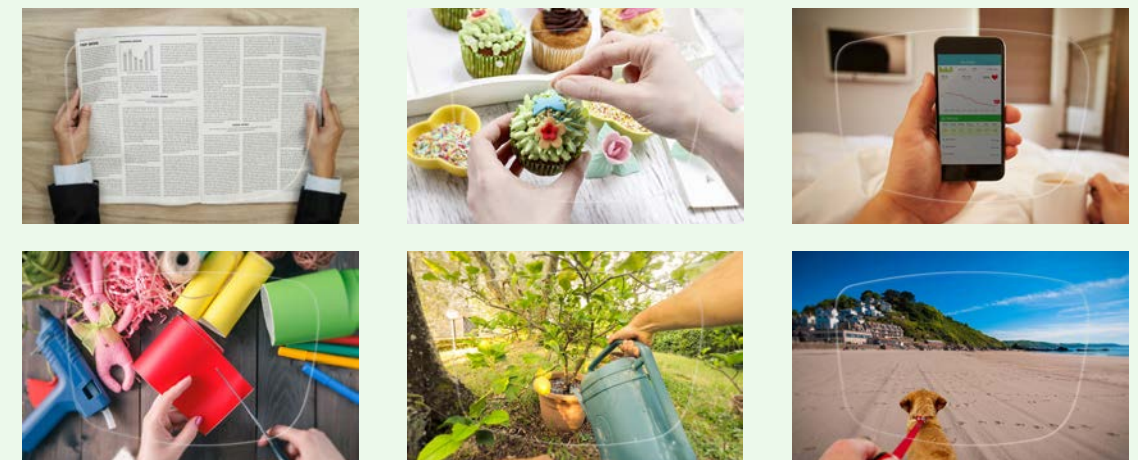
I use my vision for mostly distance activities.



I use my vision in a variety of different ways.



I use my vision for mostly near activities.



Dispensing guide

Measurements required					
	Rx	Pupil distance	Fitting height	Corridor length	Lens markings
SuperDigital	✓	✓	✓	✓	D1, D2, D3

Fitting guide	
Minimum fitting height	14 mm

This allows freedom to choose wider range of frame styles and lens shapes.

Availability		
Clear		1.5, 1.6, 1.67, 1.74
Reactions		1.5, 1.6, 1.67
Polarising:	Grey	1.5, 1.6, 1.67
	Brown	1.5, 1.6, 1.67
	Green	1.5

Technical information

Optimised reading insets:

The position of the reading inset varies and is Optimised for the wearer’s specific prescription. Average powers for Pantoscopic Tilt 9 degrees, wrap angle 6.5 degrees and BVD 12 mm are used.

Fixed corridor length:

The definition of corridor length (CL) for these specific designs is the distance from the fitting cross to the centre of the reading area. 3 fixed CLs to cover a range of fitting heights have been pre-selected:

Lens A
Minimum fitting height 14–17mm
14mm corridor length

Lens B
Minimum fitting height 18–20mm
15mm corridor length

Lens C
Minimum fitting height 21–23mm
18mm corridor length

Fitting position:
The position of the fitting cross is 4mm above the prism reference point.