

SuperTask Lenses

Your guide to lenses for lifestyle



Specsavers

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SuperTask

As part of the ‘lenses for lifestyle’ portfolio SuperTask 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.



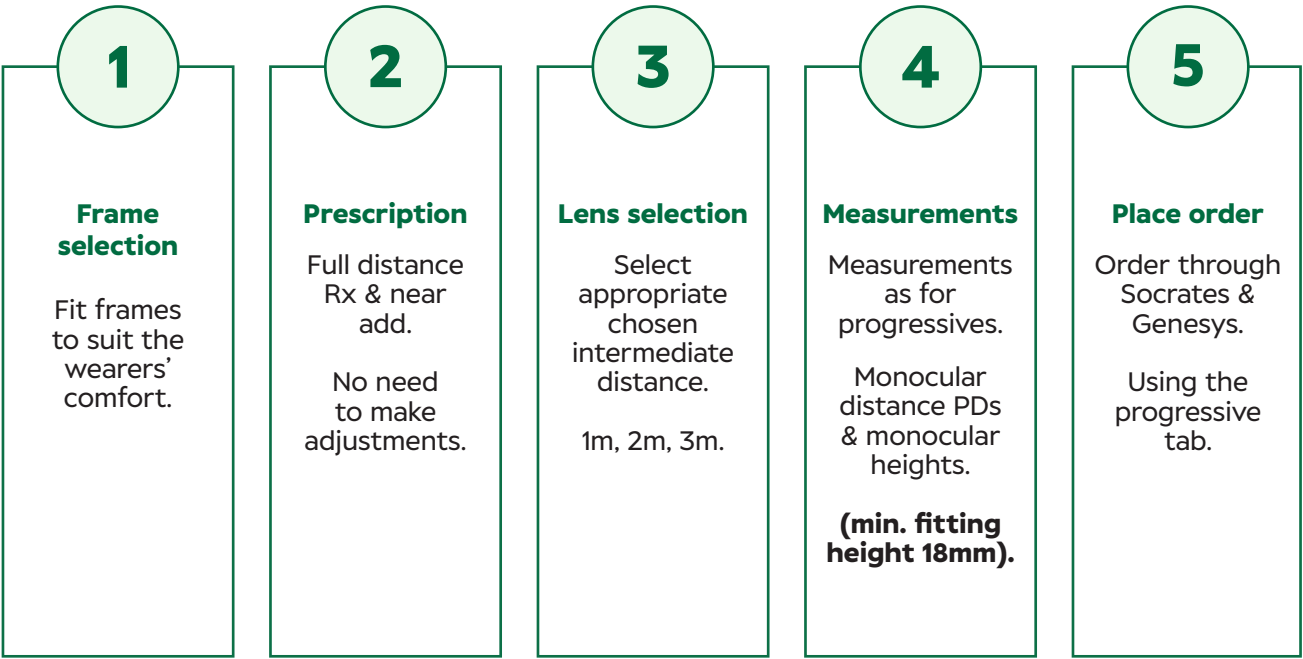
Restrictions
Not suitable for driving.

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

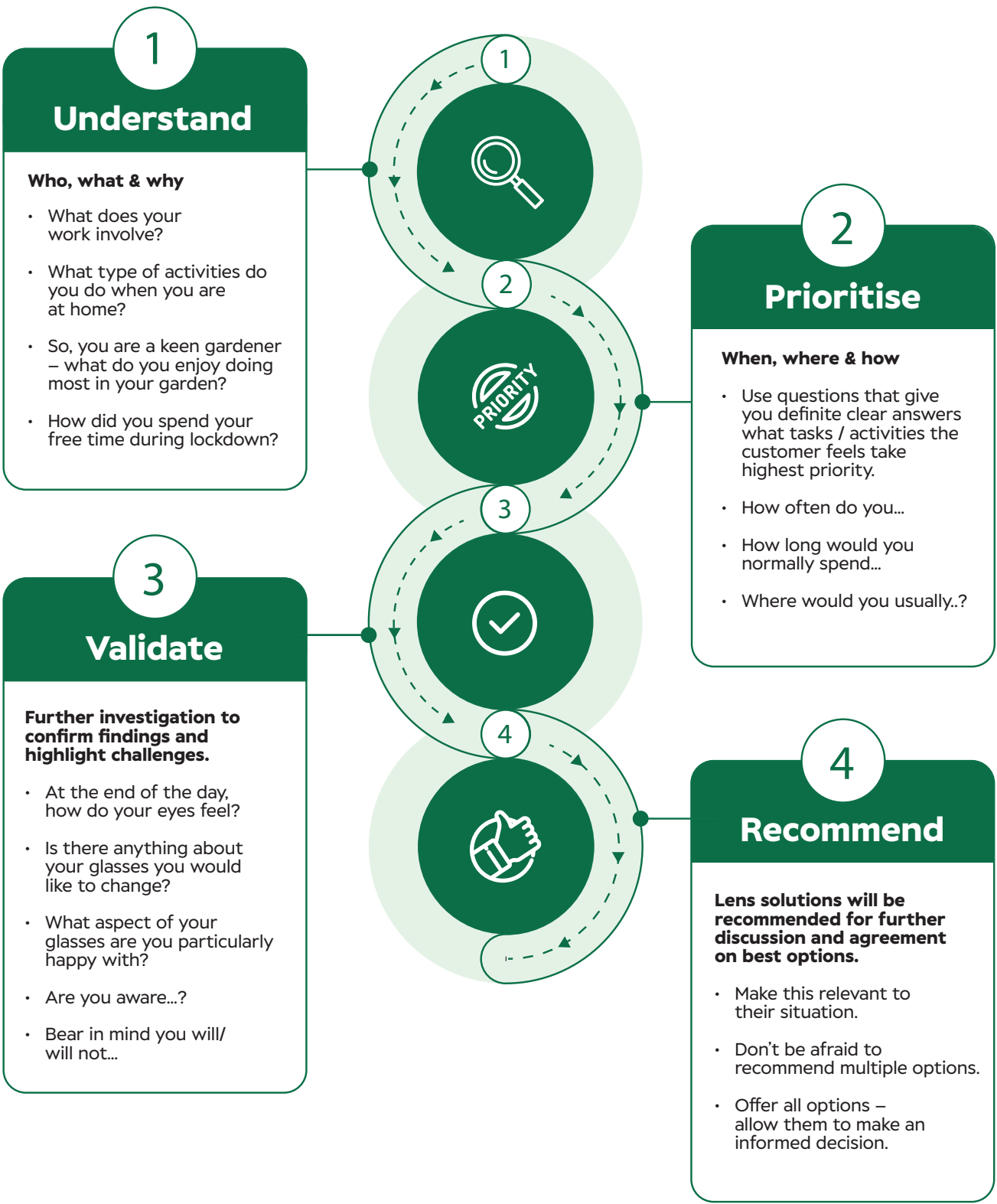


| Average wearer parameters | | |
|---------------------------|------------------|------------|
| BVD | Pantoscopic tilt | Wrap angle |
| 12mm | 9° | 6.5° |

| Measurements required | | | | | |
|-----------------------|-----------------------|-----------------------|--------------------------|---------------------------|---------------|
| | Distance prescription | Monocular distance PD | Monocular fitting height | Working distance (1/2/3m) | Lens markings |
| SuperTask | ✓ | ✓ | ✓ | ✓ | 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

SuperTask 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.

SuperTask 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.

SuperTask 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 SuperTask 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 SuperTask 1-2-3 Centration chart.

2

Reference compensated powers

Compensated powers are printed on the lens packets.

Record compensated powers on collection notes.

Compensated powers can also be obtained from WOS and the original order paperwork.

3

Focimetry

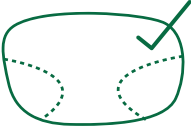
Measure the compensated intermediate Rx power in the distance checking circle (distance reference point).

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


Benefits to dispensing SuperTask

- ★ 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 SuperTask 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 & SuperTask

A meaningful, second pair dispensing opportunity.

| | SuperDigital | SuperTask |
|----------------|--|--|
| 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. |

Tailor-made specialist tier

Exclusive to Specsavers.

| | SuperDigital | SuperDrive | SuperTask |
|--------------------------|---|--|--|
| |  |  |  |
| Distance rating | ★★★★★ | ★★★★★★ | - |
| Intermediate rating | ★★★★★ | ★★★★★ | ★★★★★ |
| Near rating | ★★★★★ | ★★★ | ★★★★★ |
| Digital rating | ★★★★★ | - | - |
| Coatings options | UCSC included | UCSC smart | UCSC included |
| Easy adaptation | Easiest | Easiest | Easiest |
| Multiple fitting heights | Yes | Yes | Yes |
| | Our most advanced general purpose progressive lens. Suitable for all presbyopes, the only lens designed with connected lifestyle needs in mind. | Lenses specifically designed for driving with wider distance and midrange zones, for those who spend a lot of time behind the wheel. | Latest occupational lenses that are designed to give you clear, comfortable vision for close-up and intermediate tasks. One pair of glasses for work, rest & play. |
| Benefits | <div> <div>Reading</div> <div>Digital device</div> <div>Desk work</div> <div>Driving</div> <div>Precision performance</div> </div> | <div> <div>Driving</div> <div>Sat-nav</div> <div>Outdoors</div> </div> | <div> <div>Craft</div> <div>Reading</div> <div>Computer</div> <div>Precision performance</div> </div> |

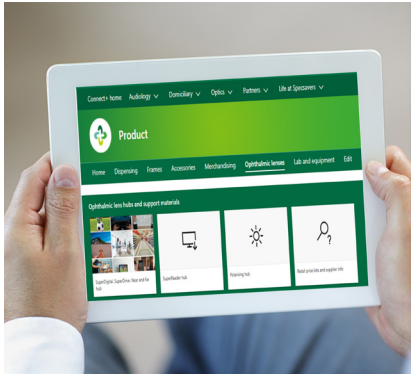
Resources

Specsavers Resources

Product Learning hub accessed via **iLearn**.

Use the resources on **Product Learning Hub** to help support your customer conversations.

Connect + > Optics > Product > Ophthalmic Lenses > SuperDigital, SuperDrive. Near and Far hub.



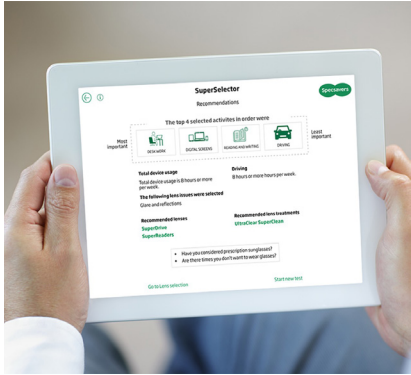
VDT: SuperSelector

Help your customer choose the right lens for their lifestyle.

“**SuperSelector**” allows the customer to describe their typical viewing activities.

Customer can **prioritise their viewing activities** depending on importance.

“SuperSelector” provides **recommendations** based on their visual selections.



VDT: Lens Selection

The VDT is an invaluable tool to help demonstrate products from the portfolio.

Compare multifocal options in an informed and interactive display.

Design simulations available for a range of lens products.

Help the customer choose the best design for their individual lifestyle.





Clear and comfortable vision for the individual customers' unique daily tasks.

Enhanced lens areas provide greater viewing experience compared to traditional progressive designs.

Give your customers a lifestyle lens option which keeps up with their evolving visual needs.



Tailored solutions for your individual needs.



Perfect for 2 for 1. Delivering a meaningful 2nd pair.



Lifestyle lenses for work, rest & play.

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