



Experience the Sharpness of
Nikon Digital Vision

Advanced Aspheric Digital Design
Digital Progressive Lens



Progression Length Recommendation

Presio i Digital offers three different progression lengths: 10 mm*, 12 mm and 14 mm. The following guidelines may help you make the right choice for your patients:

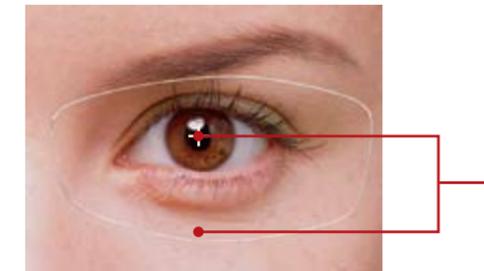
		10 mm*	12 mm	14 mm
Patient use prior to Presio i Digital	Progressive lens \geq to 14mm			●
	Progressive lens \leq to 13mm	●	●	
	Bifocal lenses	●	●	
	Single vision distance lenses			●

		10 mm*	12 mm	14 mm
Patients primary lens use	Distance vision			●
	Intermediate vision			●
	Near vision	●	●	
	Small frame	●	●	
	Former reader/task-specific user	●		

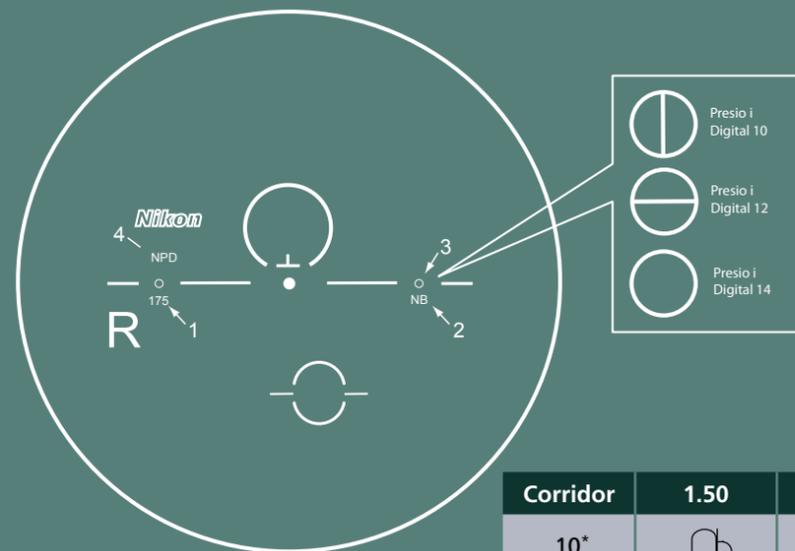
Minimum Recommended Fitting Height

Presio i Digital is available in three progression lengths:

Progression Length	Fitting Height
Presio i Digital 10*	13mm
Presio i Digital 12	15mm
Presio i Digital 14	17mm



Engravings and Markings



- 1 Addition Value (engraving)
- 2 Material Designation (engraving)
- 3 Micro-engraved Circles (engraving)
- 4 Digital Identifier (engraving)

Engravings

Corridor	1.50	Poly	1.60	1.67	1.74
10*	nb	NB	nb	NB	N5B
12	nb	NB	nb	NB	N5B
14	nb	NB	nb	NB	N5B

* 10mm Progression Length Available First Quarter 2011

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Optics for professionals



Introducing Nikon's New Digital Progressive Lens: Presio i Digital with Enhanced Digital Technology

Nikon introduces Presio i Digital, a new generation of progressive lenses that integrates Nikon Advanced Digital Surfacing Technology and Optimization, to achieve a state-of-the-art lens design with increased image resolution and precision. Presio i Digital is engineered to provide wearers with sharper and wider vision.

Product Concept: Advanced Digital Surfacing Technology and Optimization

Presio i Digital, Nikon's core lens within the digital line-up, follows the technological footsteps of the previous design philosophy while now offering greater precision and sharper vision. Designed to provide accurate power in the rotational wearing state, Presio i Digital utilizes optical compensation calculations to ensure the precise and correct power is processed.

Advanced Digital Surfacing Technology

Nikon lens designs are a result of mastering aspheric lens technology, and are based on the relationship between human visual requirements and enhanced visual comfort.



Nikon Advanced Digital Surfacing Technology encompasses the latest advancements in digital processing.



Nikon Optimization

Designed only once the lens order is received, the optimization process reduces as many aberrations as possible, resulting in an optimized surface and better controlled visual areas.



Sharper and wider vision:

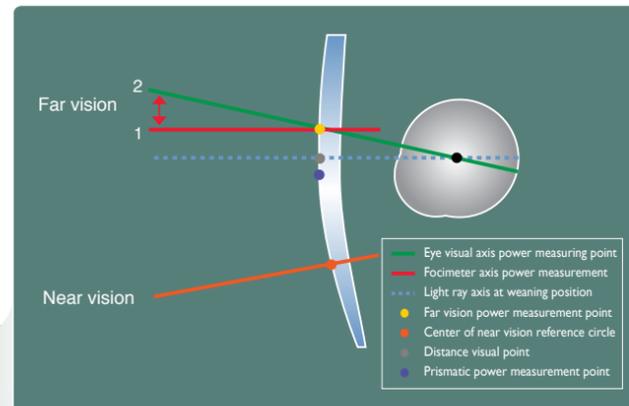


Conventional Progressive Lens



Presio i Digital

- Distance vision area is increased by up to 12%
- Near vision area is increased by up to 50%
- Aberration level is reduced by up to 16%



As the prescription strengthens, the difference between prescription power in the wearing state and that measured by the focimeter increases.

Dual Indication:

“Dual Indication” is the term used to identify that the written prescription power and the actual power read on the lens through the focimeter will be different.

This variation in power is a result of the difference in incident angle and vertex distance at the distance vision power verification point, from when the lens is in the focimeter to when the lens is in the wearing position.

Presio i Digital considers optical performance in the wearing state as a critical component of the design criteria, resulting in minimized aberrational astigmatism. Therefore we provide prescription power in the wearing state and measured power with the focimeter: dual indication.

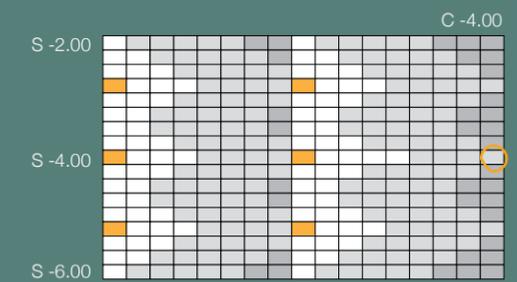
Better Control in any Prescription

Nikon's advanced digital surfacing technology is the backbone of Presio i Digital, providing increased image resolution with more precision. This combined with Nikon's sophisticated calculation engine and the latest processing technology provides enhanced visual performance and comfort.

Limitation of Front Side PAL



Presio i Digital



Performance level
good bad

Digitally surfaced lenses provide more precision and control of cylinder power and axis than conventionally surfaced lenses. This is due to the limitation that toric curvatures impose on traditional surfacing.

Features & Benefits

FEATURES	BENEFITS
Advanced Digital Surfacing Technology	Increased image resolution and precision
Nikon Optimization	Sharper and wider vision
Dual Indication	Minimized aberrational astigmatism
Choice of Three Progressive Lengths	Provides mini, short and general purpose designs
Nikon World Renowned Coatings: SeeCoat, ECC and HCC	Ensures durability and transparency
Transiti ^{ONS} Available in 1.50, Polycarbonate, 1.60, 1.67, 1.74	Wide material selection