



**identity  
optical**

STATE OF THE ART LENS LAB

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# A NEW IDENTITY FOR THE DIGITAL WORLD



Identity Optical is a full service independent lab. We are dedicated to the latest technology while still maintaining a deep commitment to personal relationships and attention to detail. Carl Zeiss Vision has authorized us to manufacture their complete line of Free-Form lenses, putting us in an elite class of laboratories. We have also developed our own innovative lens designs that incorporate the most advanced computer modeling software, allowing you to adjust the design for a patient's preferences.

All of our manufacturing is done using the most advanced Free-Form generators and polishers. Since we only manufacture lenses digitally we are capable of producing the highest performing lenses possible. When an order is placed with us it is individually examined to ensure that all parameters are ideal for the unique situation. We do not take anything for granted and are perpetually improving our systems to ensure that our quality and service is always at the highest possible level.

We believe that communication is the cornerstone of being a top quality lab. It is essential that you will always be able to speak to a knowledgeable, committed representative that will do everything in their power to address any concern. Coupled with our quick turnaround time and personalized services we will be the easiest and most convenient lab you have ever partnered with.

THANK YOU FOR YOUR CONSIDERATION.

## WHAT IS FREE-FORM?

It is a more accurate method of creating a lens surface. Conventionally surfaced lenses use a fixed curve lathe to create simple surfaces, then go through multiple stages of fining and polishing to create the final optical surface. In order to create a progressive addition lens, the design has to be molded on to the front of the semi-finished lens blank. This limits the fluidity of the design in matching it to a specific patients needs, and restricts materials and corridor lengths.

Free-Form lenses are made using advanced computer controlled generators that can create any complex surface. This complex surface can incorporate far more information allowing more advanced and personalized designs. Additionally, there is only one polishing step necessary to create a perfect optical surface, so the integrity of the design is maintained throughout the whole process. This higher level of accuracy is what has allowed for the rapid advancements in lens designs. The question follows...

WHAT IS NOW POSSIBLE WITH THIS NEW LEVEL OF ACCURACY?

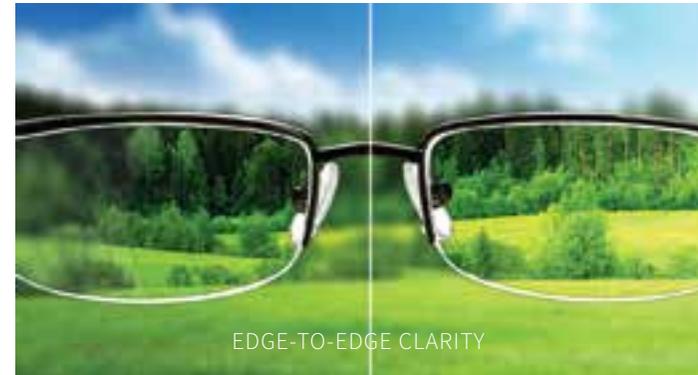


FREE-FORM LENSES ARE MADE USING  
ADVANCED COMPUTER CONTROLLED  
GENERATORS THAT CAN CREATE ANY  
COMPLEX SURFACE.

## POSITION-OF-WEAR COMPENSATION

When a patient is refracted behind a phoropter, they are looking through flat lenses without any pantoscopic or panoramic angle. Since no pair of glasses dispensed actually fit that flat, in order to create the lens accurately the prescription must be compensated for the angle of vision through the lens. Free-Form lenses make it possible to incorporate the precise angles and positions of the frame to compensate the prescription to the specific frame and eye system.

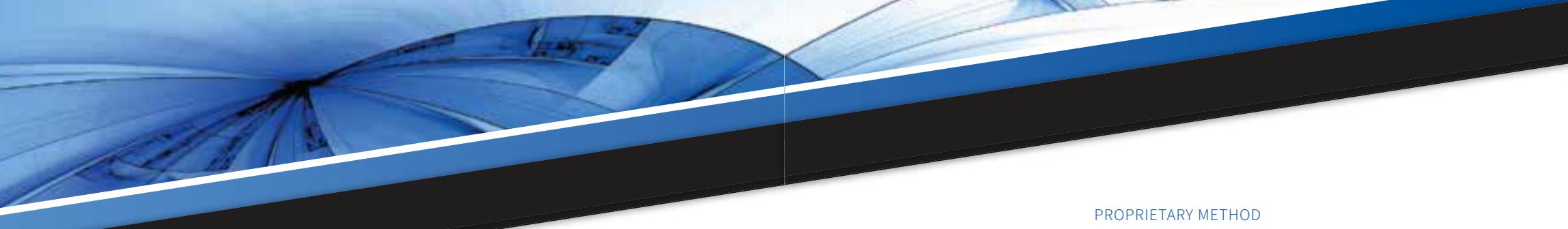
THIS GIVES YOU THE SHARPEST VISION POSSIBLE STRAIGHT AHEAD.



## GLOBAL DESIGN TECHNOLOGY

Most lenses are only accurate for one point and diminish in performance as the eye rotates away from the center. This is because different angles of vision through the lens creates astigmatism. By incorporating the position of wear measurements and using advanced computer modeling programs, it is now possible to create a lens that corrects for the astigmatism as the eye rotates into the periphery.

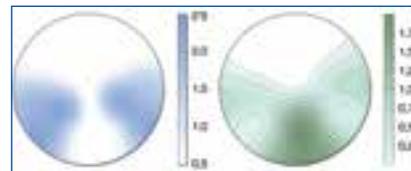
THIS PROVIDES THE BEST POSSIBLE PERIPHERAL VISION.



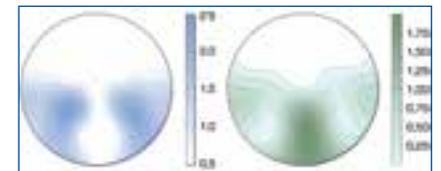
The LifeScape PAL incorporates all of the latest design algorithms. It is fully Position-Of-Wear Compensated and uses Global Design Technology to create a truly advanced design. What makes it unique is that the subtle shape of the corridor can be adjusted for a patient's preferences. This is accomplished simply by ranking in order of importance Distance, Intermediate and Near.

THIS CREATES THE PERFECT DESIGN FOR A PATIENT'S INDIVIDUAL NEEDS.

PROPRIETARY METHOD

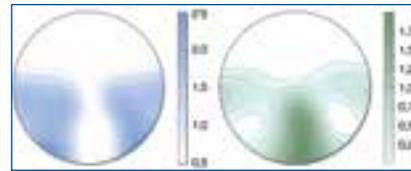


**1-2-3**

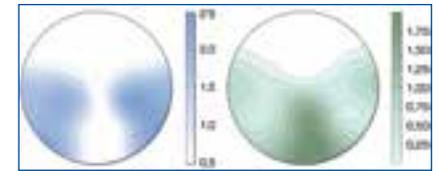


**1-3-2**

Best  
Distance

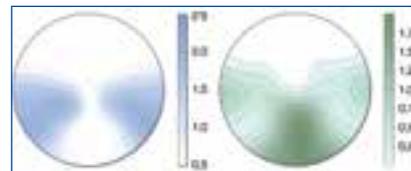


**2-1-3**

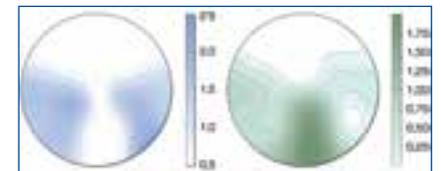


**3-1-2**

Best  
Intermediate



**2-3-1**



**3-2-1**

Best  
Near

Distance – Intermediate – Near

Distance – Intermediate – Near



ZEISS is an international leader in the fields of optics and optoelectronics. In the markets for IndustrialSolutions, Research Solutions, Medical Technology and Consumer Optics, ZEISS has contributed to technological progress all over the world for more than 160 years and enhances the quality of life of many people around the globe. The ZEISS Group develops and produces planetariums, eyeglass lenses, camera and cine lenses and binoculars as well as solutions for biomedical research, medical technology and the semiconductor, automotive and mechanical engineering industries.

## TWO PEOPLE DECIDE TO PURCHASE EYEGLASS LENSES FROM CARL ZEISS VISION EVERY SINGLE SECOND.

Over 200 million people all over the world wear eyeglass lenses from Carl Zeiss – and two people decide to purchase eyeglass lenses from Carl Zeiss Vision every single second. The ZEISS brand is synonymous with visual excellence: from systems for the testing of visual functions to finished eyeglasses, Carl Zeiss provides maximum visual comfort at all times. Carl Zeiss is the only manufacturer to combine ophthalmic expertise and solutions with an international brand, and is therefore one of the world's leading eyeglass lens manufacturers.

Carl Zeiss Vision continues to push the boundaries of progressive lens personalization with ZEISS Individual 2. ZEISS Individual 2 adds a new dimension to personalization by providing dispensers the option to include extra support in the near or intermediate zones for patients who would benefit from it. All ZEISS Individual 2 designs have the same outstanding distance zone, and each will provide excellent all-around performance. ZEISS Individual 2 also employs the Rx, frame and position-of-wear customization that have made the original ZEISS Individual progressive lens an industry leader.



# SHAMIR

It has always been Shamir's objective and priority to provide customers with three key elements: cutting-edge progressive lens technology at any given time, superior customer care, and the best educational programs available for the optical market.

Since their founding in Israel in the 1970's, Shamir has introduced a wealth of progressive addition lenses integrated with advanced technological design elements. All of their lenses are designed utilizing their patented EyePoint Technology®, a software program that simulates the movement of the human eye in every angle and distance, delivering lenses with uncompromised visual acuity. EyePoint Technology® is "the design inside" each one of Shamir's lenses and what puts their designs in a class all their own.

## SHAMIR HAS INTRODUCED A WEALTH OF PROGRESSIVE ADDITION LENSES INTEGRATED WITH ADVANCED TECHNOLOGICAL DESIGN ELEMENTS.

The talk of the industry most recently has been Shamir's groundbreaking Freeform® design, Shamir Autograph III®. Shamir Autograph III® utilizes four new revolutionary technologies in conjunction with the patient's Rx and as-worn measurements to further enhance and improve the visual experience for the patient's lifestyle needs.

### **SHAMIR'S NEWEST TECHNOLOGIES ARE:**

- EyePoint Technology III®: The Real-World-Vision Experience
- Natural Posture™: A New Ergonomic Design Concept
- IntelliCorridor Technology™: Unique Power Profile for Clearer Vision
- As-Worn Quadro®: Perfect Vision for Any Frame Choice

The advancement of lens designs and cutting-edge technologies such as those Shamir develops are representative of a true R&D company like Shamir.



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Identity Optical is a division of Acuity Optical Laboratories,  
an Illinois Limited Liability Company.