

Every wearer has a unique way of life and sense of style

Customisation is increasingly important in creating cutting edge progressive lens designs. Existing customised or individualised products are based purely on prescription and frame fit. They don't address the different lifestyle needs of each consumer with their individual daily task profiles and unique visual demands. And they don't address the different preferences of each consumer when selecting frames.

The first lifestyle and frame customised progressive

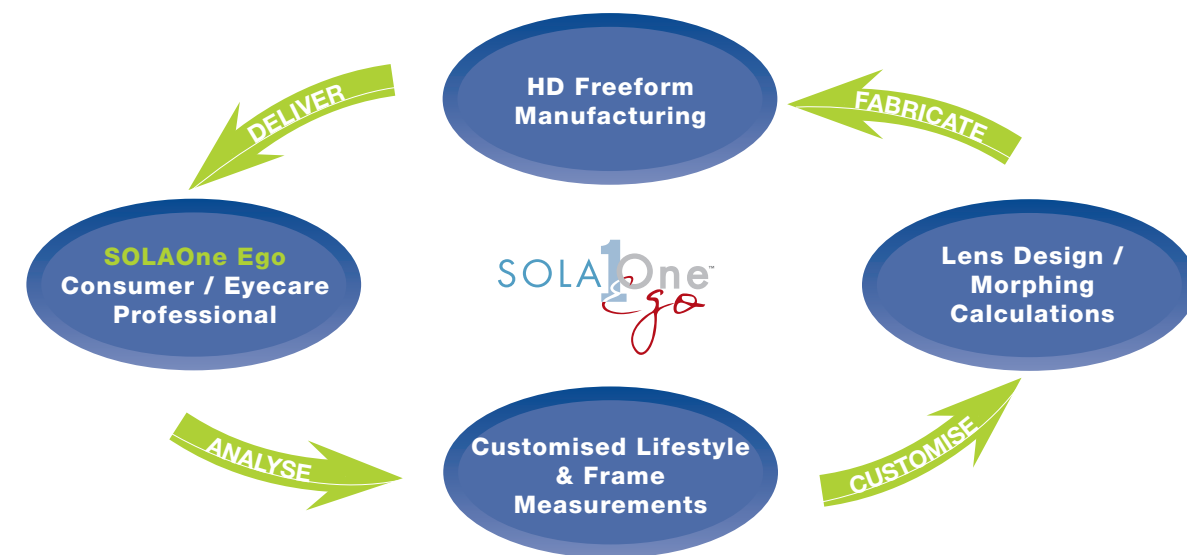
SOLAOne Ego is the first lens that doesn't ask your customer to adapt to the lens design but adapts to them - their vision, their lifestyle and their personal frame choice. Based on a unique vision needs assessment, a customised progressive design is personalised for each consumer's lifestyle, frame choice and vision demand, resulting in a high performance lens design.

Advanced Customisation Technology

SOLA draws on its extensive vision research to interpret the relationship between a consumer's lifestyle and how they use their lenses. SOLA applies this lifestyle customisation approach along with its proprietary High Definition (HD) and Morphing Technology to create truly customised progressive lens designs. SOLAOne Ego is available in premium materials with the superior Teflon EasyCare lens coating offered as standard.

While the original SOLAOne design delivers outstanding versatility for the majority of wearers, only the completely personalised SOLAOne Ego can deliver unparalleled optical performance with a level of customisation beyond what is available in the market today.

SOLAOne Ego is the first progressive lens individually customised for each wearer's unique lifestyle, vision demands and frame choice. SOLAOne Ego is also the first progressive lens to create an interactive consumer experience during the dispensing process. Consumers gain confidence knowing their eyecare professional understands them as an individual, with the supply of SOLAOne Ego - a truly customised progressive that delivers higher rates of wearer adaptation.



A lens engraved with my initials

To underline the exclusivity of this eyewear, SOLAOne Ego can be supplied with the wearer's initials visibly engraved on the outer surface of the left lens on the temporal side.



SOLAOne Ego with Teflon® EasyCare

As a result of the partnership between SOLA International and DuPont, SOLAOne Ego will always be supplied with Teflon EasyCare lens coating - a coating that guarantees the highest level of lens clarity and optimum visual comfort for the wearer.



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with Lifestyle and Frame Customisation



PERSONALISED VISION

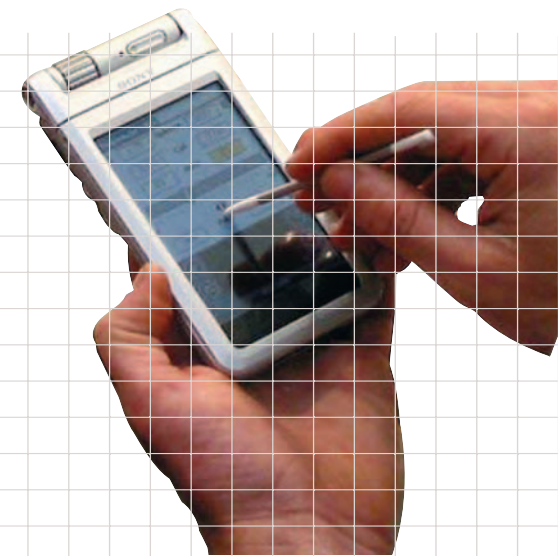




Lifestyle & Frame customised vision

Profiling Lifestyle and Vision Needs

SOLAOne Ego is a progressive lens designed specifically to an individual's lifestyle. iPilot is a new computer based dispensing system that makes it easier to obtain lifestyle information from consumers and can be used by the eyecare professional to create a specification for personalised eyewear.

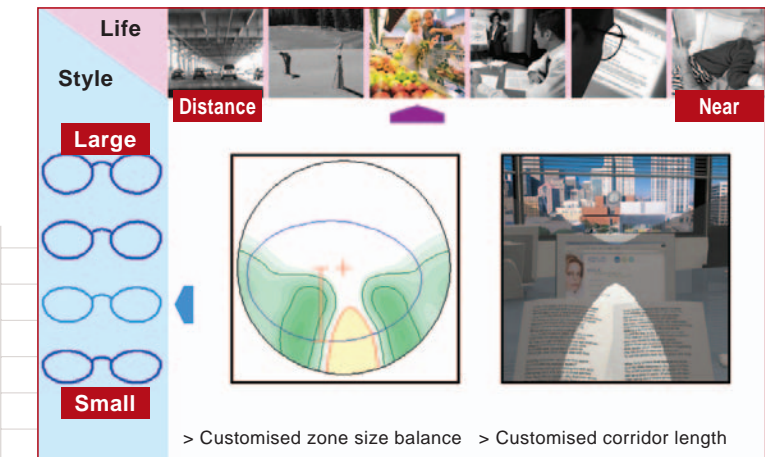


The iPilot guides the eyecare professional through a conversation with their customer about their common work and leisure activities.

Sophisticated algorithms derived from SOLA's extensive database are used to analyse a number of lifestyle factors.

A "Customisation Code" is then computed and used to order a SOLAOne Ego lens designed for each individual's needs.

Your Visual Priorities



Individual Lens Optimisation - HD Technology

SOLA's proprietary High Definition (HD) Technology enhances optical performance of the lens design using freeform lens processing technology. It is a unique optimisation process that uses advanced computer ray tracing and lens eye modelling to refine the optical power of the lens as perceived by the wearer in their regular position of wear.

HD Technology:

- Delivers the ideal lens design surface for each wearer's combination of sphere, cylinder, addition power, axis and frame dimensions
- Generates and manufactures any lens design on demand - without the need for conventional base curves
- Eliminates the compromises of ordinary progressive designs and delivers a lens with the largest area of clear vision, and the lowest level of unwanted astigmatism.

Lens order	Transfer lens design and frame information from the iPilot to a SOLAOne Ego Order Form
Measurements	SOLAOne Ego is customised to the power required in the "as-worn" position. Focimeter measurement will differ due to individual design parameters for each wearer. See power verification certificate.
Material	1.67 Clear, Transitions Grey 1.60 Clear, Transitions Grey, Polarised
Coating	Teflon® EasyCare as standard

"My eyewear should be unique, like my vision, like my life, like my style"

Frame Customisation - Morphing Technology

SOLAOne Ego is a progressive lens designed specifically to an individual's choice of frame style. Because frame selection has a major influence on the effectiveness of a progressive lens design, frame height and width measures are used to customise each SOLAOne Ego lens.

SOLA applies proprietary "Morphing Technology" to adapt the lens design, corridor length and inset to the wearer's selected frame. The usual guesswork involved in matching a progressive lens design to a frame is removed as SOLAOne Ego accommodates fitting heights from 14mm and higher.

Proprietary morphing technology is applied by SOLA to continuously vary lens design geometry according to the lifestyle and frame needs of each customer. This creates a virtual universe of design geometries available to satisfy each customer's unique needs.

