

SMART Evolution 2.0

«**MaxiWide**»

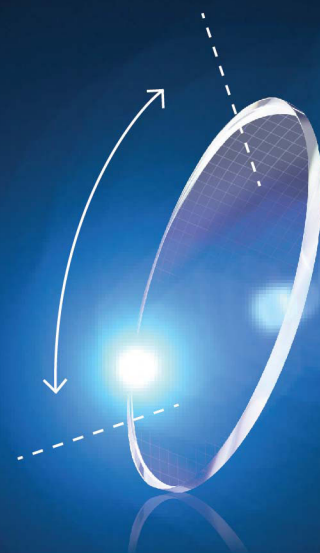
EXTREME FOCUS Ultra-wide Vision at all Distance



The technology behind MaxiWide lenses

Developed with design optimization technology, MaxiWide is a progressive lens that provides superior optical and aesthetic qualities. MaxiWide design provides optimum binocular vision at all distance.

MaxiWide is designed for anyone looking for the best progressive lens that offers the highest quality of vision and maximum comfort.



Enhanced peripheral vision



Clearer vision while reading



Greater visual comfort when using computers



Fast adaption

DIGITAL DUAL BALANCE

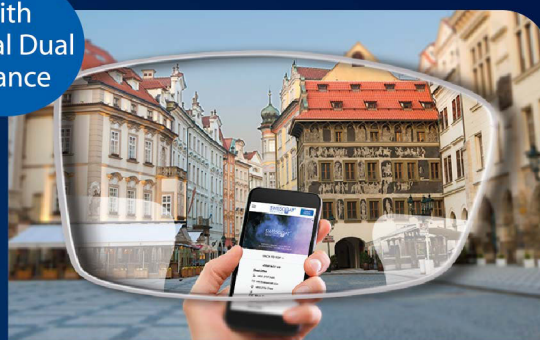
Digital Dual Balance Technology means MaxiWide lenses ensure clear and wide vision when reading on smartphones and tablets, perfect for reading, both near and medium distances

Without Digital Dual Balance



Blurry and narrow vision when reading on your smartphone

With Digital Dual Balance



Clearer and wider vision when reading on your smartphone

SHARPVIEW

SharpView Technology means MaxiWide lenses ensure sharp and wide vision at all distance

Without SharpView

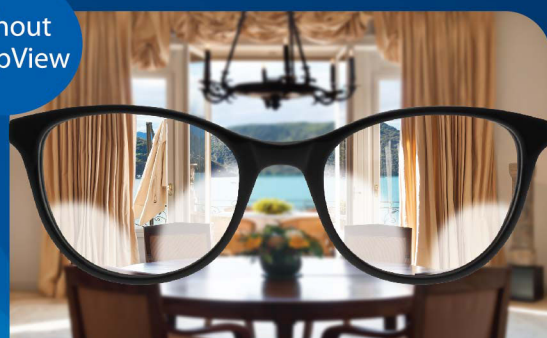


Image of astigmatism of normal progressive lenses

With SharpView

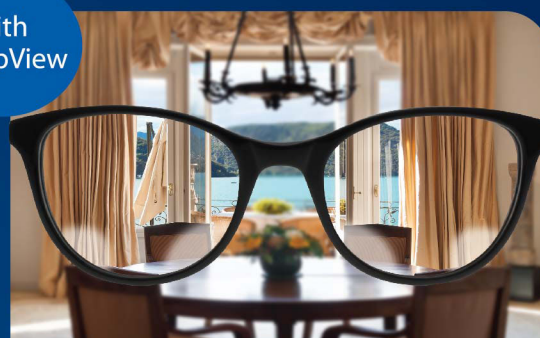
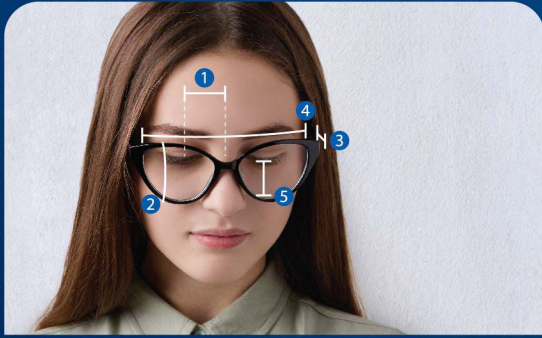


Image of astigmatism of MaxiWide lenses



MaxiWide adapts to each individual's way of looking as the lens is self-adjusting when it is being worn on the selected frame (optimized).

MAXITHIN



Maximum aesthetics and lightness: MAXIThin technology makes MaxiWide the thinnest lens in its category. Being lighter also provides greater comfort.

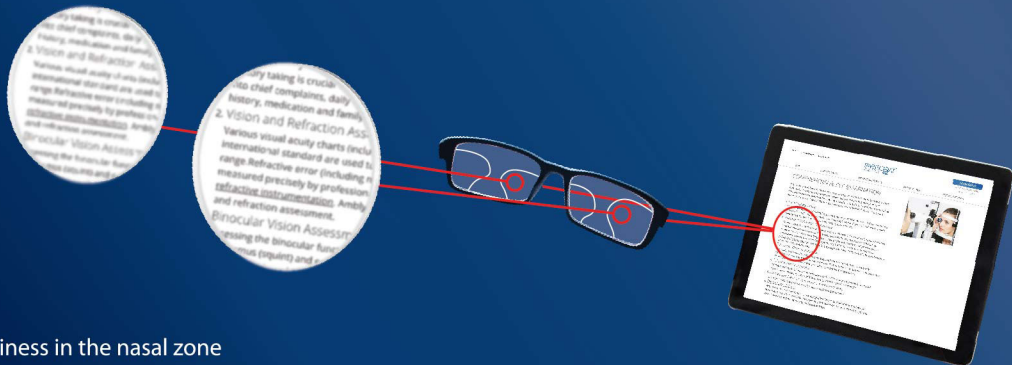
Binocular BALANCE

Binocular Balance technology minimizes lateral blurriness

A diverse level of astigmatism is measured between the nasal and temporal areas of the lens with much higher maximum levels in the nasal zone. It's challenging for the eye to be able to merge the image coming from each eye and form a single image. This imbalance causes diverse levels of lateral blurriness in both eyes, which implies that the optimal binocular vision is reduced.

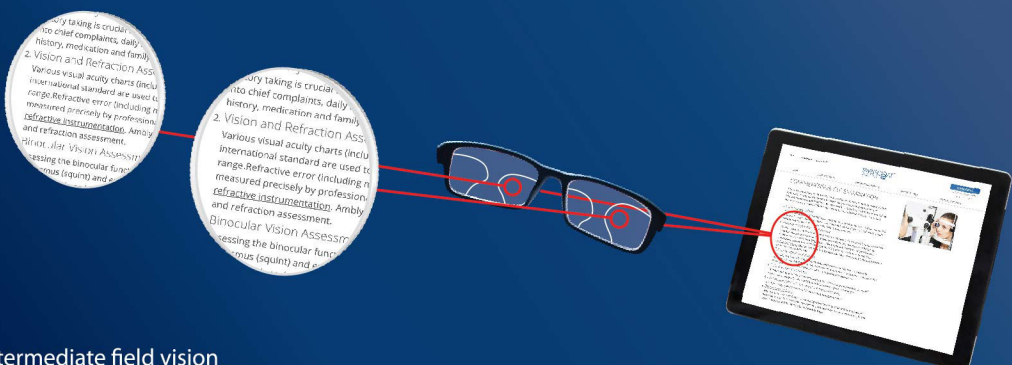
The Binocular Balance technology allows us to balance the level of astigmatism on both sides of the pathway, minimizing the blurriness perceived by each eye. It improves binocular vision and provides the user with greater visual fields especially for intermediate and near vision.

Without
Binocular
Balance



Higher blurriness in the nasal zone

With
Binocular
Balance



Improved intermediate field vision

«MaxiWide»

The all-in-one progressive lenses with multiple benefits



Progressive lens with
instant adaption



Excellent visual
quality



Increase your average
ticket sales



Advanced technologies
provide a highly added
value position



Innovative design fits
modern needs



Sharp stable vision at every distance

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