

CONSUMER ADVANTAGES

With Persona inMotion™ lenses, wearers take advantage of these benefits:

NIGHT VISION ZONE

Reduced fatigue when driving at night

GREATER VISUAL ACUITY

Easy focus and greater eye movement

OPTIMIZED VISION

Better view of the dashboard and external and internal mirrors

PERSONALIZED

A customized lens for every patient

IMPROVED VISUAL FIELDS*

Wider visual fields and less unwanted astigmatism

FASTER ADAPTATION*

Almost immediate adaptation

*Applied to Persona inMotion™ progressive lenses.

PERSONALIZATION PARAMETERS

To provide 100% personalization, it is essential to include all personalization parameters unique to each wearer's prescription information. For orders that do not include personalization parameter data (i.e. pantoscopic angle, wrap angle, monocular PD, back vertex distance, and frame dimensions), the lens will be optimized using default values.

PERSONA INMOTION™ PROGRESSIVE LENS MINIMUM FITTING HEIGHTS

16 mm, 18 mm

MOUNTING INSTRUCTIONS

For proper positioning of the lens in the frame, the invisible engravings must be considered.

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1-800-667-5796

Riverside Opticalab LTD
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Riverside Opticalab LTD
Calgary, AB
TEL: 403-235-5070
FAX: 403-235-5075

Superlab Laboratoire d'Optique
St. Léonard, QC
TEL: 514-324-8772
1-800-839-8481
FAX: 514-324-9871
1-888-895-5387

Benson and Edwards
Kitchener, ON
TEL: 519-576-9920
FAX: 519-576-5447

CPS 360°
London, ON
TEL: 519-649-6200
FAX: 519-649-0300

Riverside
OPTICALAB GROUP



The perfect driving lens
for all lighting conditions



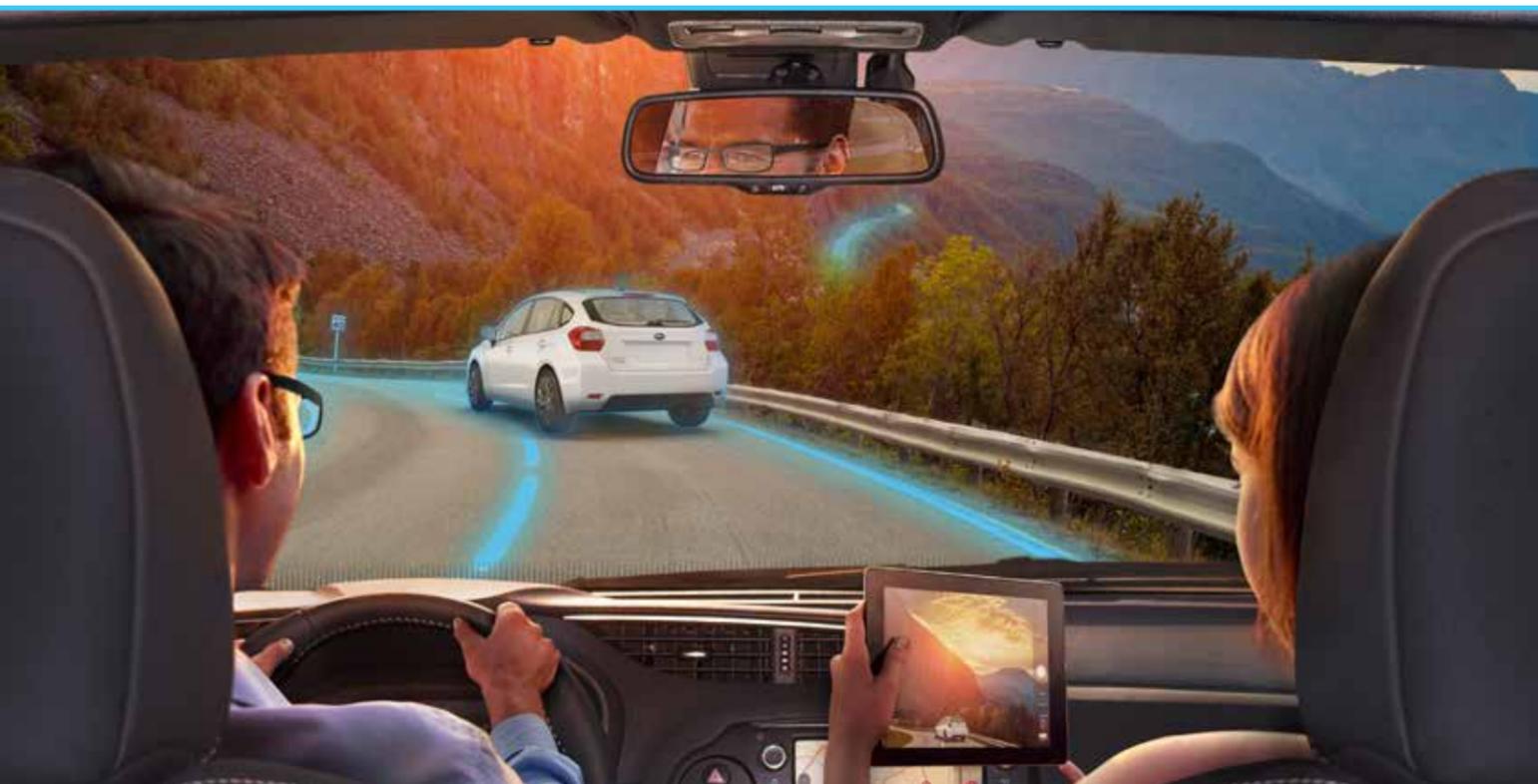
DECIDE YOUR DESTINY. ENJOY THE JOURNEY.

Persona inMotion™ progressive and single vision lenses incorporate a **power distribution specifically adapted for driving. They include a night vision zone for greater visual quality and less fatigue when driving at night.**

Riverside
OPTICALAB GROUP



The driving lens that reduces the effects of night myopia.

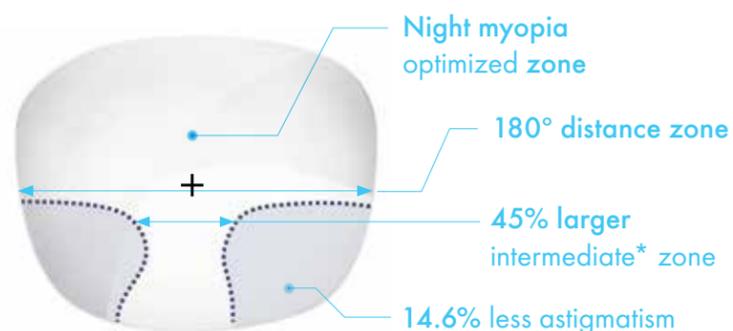


NIGHT MYOPIA OPTIMIZED ZONE

Night myopia is a phenomenon that affects one out of three wearers¹. It causes a loss of the ability to focus on distant objects at night (up to two lines of visual acuity) and affects both ametropes and emmetropes.

Persona inMotion™ single vision and progressive lenses have a **specific night vision zone that helps compensate the refractive error difference** that occurs between day and night by up to 0.25 D.

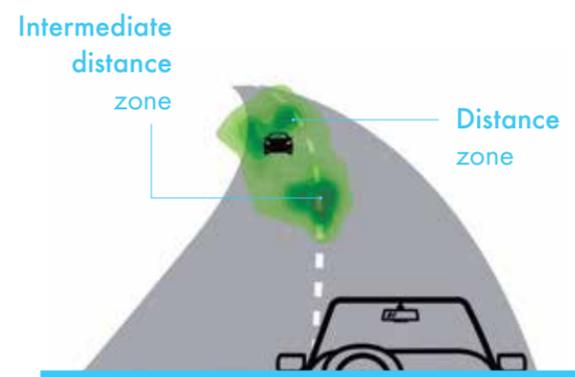
This provides the wearer with superior visual acuity, reducing stress and visual fatigue so common when driving at night.



*Four meters focus distance.

ADAPTED TO NIGHT DRIVING

90% of a driver's reaction depends on vision². Standard progressive lenses can make it uncomfortable to drive, having an inadequate distance visual field or limited peripheral vision. By analyzing the visual needs of drivers³, the Persona inMotion progressive lens was developed to **maximize intermediate*-distance vision**, which are the areas most used for driving. It offers optimized vision of the road, dashboard, and mirrors.



The heat map shows the eyes' fixation when driving³. This heat corresponds to the intermediate-distance in a progressive lens.

GIVE YOUR PATIENTS CUSTOM LENSES

Persona inMotion™ lenses help reduce visual fatigue, improving visual acuity and providing better vision of the dashboard and road ahead.

EXCELLENT CLARITY WITH DIGITAL RAY-PATH® TECHNOLOGY

Digital Ray-Path® technology is an innovative calculation technology that optimizes the lens point-by-point using a binocular simulation of the real eye-lens optical system. **Each lens is unique, fully personalized to each wearer**, to obtain the ideal surface for each prescription and base curve.

TARGET & POSITIONING

- Ideal for frequent drivers of all ages.
- Premium personalized lens with a night vision driving zone.
- Available in progressive and single vision designs.

Persona inMotion PAL



Persona inMotion SV



Digital lens



Fully personalized



Digital Ray-Path®



Distance vision enhanced



Variable inset



Wrap available