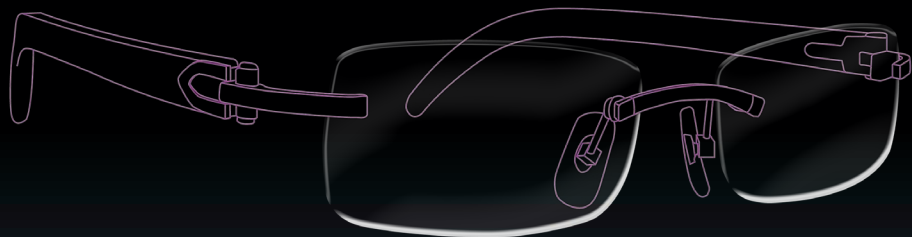




It has happened... Freeform® is quickly becoming the way of the future. But if you're still not quite sure which Freeform® designs are available from Shamir, this is your opportunity to "get in the know", because Shamir's Freeform® Family is getting bigger (or, shall we say, "wider") with Shamir Spectrum™.

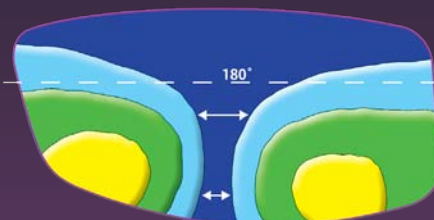


WHAT'S SOFT, WIDE AND STABLE? SHAMIR SPECTRUM™ OF COURSE!

Because our Mensa-like scientists are constantly trying to one-up themselves and bring you the most advanced technology, they set out to create a new Freeform® design that is one step above Element™, but without all of the bells and whistles of Autograph II®; they've done it, with Shamir Spectrum™.

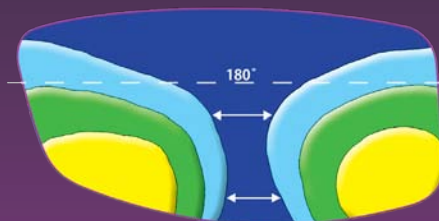
With Spectrum™, we decided to widen the reading area and corridor width to provide more comfortable vision zones for your patients. How wide are they? Compared to Element™, we've been able to increase the width by up to 20% (now that's wide). But wait, we're not done. What's vision without stability? Unstable. So our R&D team decided that patients deserved a little more power stability in the far vision zone. The illustration below shows the increased stability and wider corridors available in Spectrum™.

"STABILITY" MEANS MORE COMFORTABLE VIEWING



element

Simulation of Spectrum's improved vision zones.



spectrum



CAN SPECTRUM™ SWEEP UP THE COMPETITION SINGLE HANDEDLY?

Not only is Spectrum™ available in a progressive design, but it's also available in single vision too! Spectrum - Single Vision™ provides your patients that clear, crisp vision in a Freeform® design and has an aspheric/atoric back-side. Aspheric/atoric lenses can be lighter, due to decreased center thickness, and for those high plus patients, an aspheric/atoric lens means better clarity because of minimized off-center errors. What does this really mean for a single vision patient? An accurate Rx made specifically for them and increased visual acuity.

COMPARE SHAMIR'S FOUR FREEFORM® OFFERINGS

	reLAX ^{SHAMIR}	element ^{SHAMIR}	spectrum ^{SHAMIR}	Autograph II ^{SHAMIR}
PRICE	\$	\$	\$\$	\$\$\$
EYEPOINT TECHNOLOGY®	✓	✓	✓	✓
DIRECT LENS TECHNOLOGY®	✓	✓	✓	✓
BACK-SURFACE DESIGN	✓	✓	✓	✓
FREEFORM® MANUFACTURING	✓	✓	✓	✓
WIDER FIELDS OF VISION		✓	✓	✓
SINGLE VISION	✓		✓	✓
RCPV® REWARDS	✓		✓	✓
AS-WORN TECHNOLOGY™				✓*
FREEFRAME TECHNOLOGY™				✓
CUSTOMIZED FITTING HEIGHT				✓
MULTIPLE LIFESTYLE DESIGNS				✓
VARIABLE DESIGNS				✓

* Excludes Autograph II - Office™, which utilizes additional work space measurements.

Of course, we couldn't make all these fancy improvements and then have a hard design... that would be irresponsible of us. With Spectrum™, your patients enjoy a wider reading area along with a wider corridor and stability in the far distance zone all in a soft design. WOW! Did we mention that Spectrum™ also comes in three fitting heights? Yep, this delightful lens is available in 14mm, 16mm and 18mm.

THE LOW-DOWN ON SPECTRUM™

The benefits

- Wider corridor
- Soft design
- Stable distance
- 3 designs: 14, 16 and 18mm

Why patients need it...

- Semi-personalized
- More comfortable viewing in distance
- Wider reading area