

**FULLY ENJOY
YOUR DIGITAL ACTIVITIES**



VARILUX[®]
Digitime™

EXPERIENCE SUPER SHARP VISION, WHATEVER YOU DO.

VARILUX[®]
EMPOWER YOUR VISION

PRESBYOPES SPEND MORE AND MORE TIME IN FRONT OF SCREENS NOT ONLY FOR WORK BUT ALSO FOR LEISURE

more than
90%

45 to 65 year-olds use one **digital device daily***

100%

use them **for leisure**

6
out of
10

spend more than **4 hours in front of a screen**

67%

use them **for work.**

* Consumer quantitative study conducted in 2014 among 4000 individuals in France, Brazil, China and the US by Ipsos for Essilor.

**AT A TIME WHEN THEIR NEAR VISION NEEDS MORE SUPPORT,
THESE DIGITAL DEVICES DEMAND EVEN MORE EFFORT FROM THEIR EYES**

THEIR NEW MULTI-SCREEN LIFE IS CHANGING THEIR VISUAL AND POSTURAL BEHAVIOUR CREATING NEW SITUATIONS OF DISCOMFORT



7
out of
10

suffer from **tired eyes**

6
out of
10

make additional
efforts to read small characters

70%

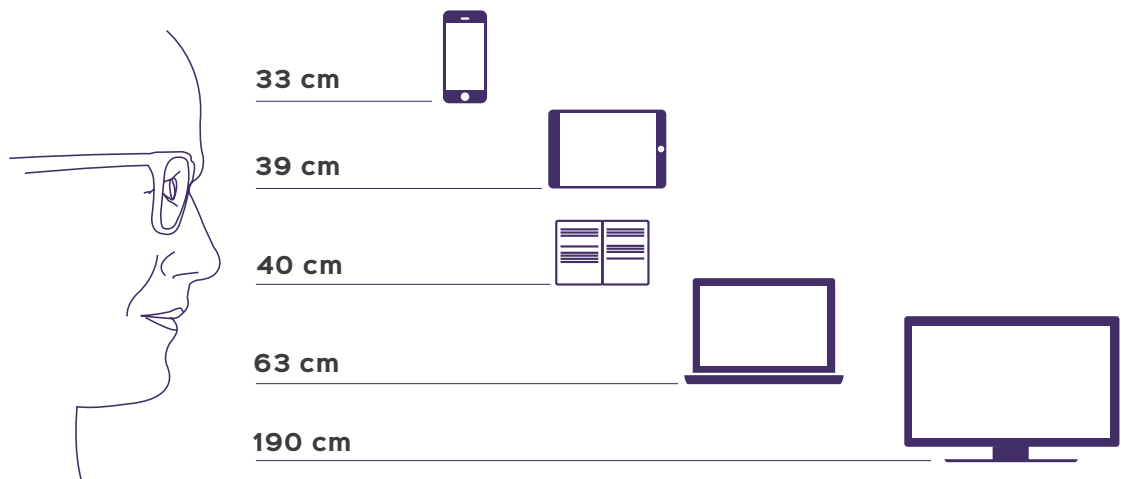
complain about **neck and shoulder pain**

ESSILOR RESEARCH: ANALYSIS OF POSTURAL BEHAVIOUR IN FRONT OF SCREENS

TO UNDERSTAND AND ANSWER THE NEEDS OF DIGITAL DEVICE USERS, ESSILOR'S R&D DEPARTMENT CONDUCTED STUDIES TO ANALYSE THE IMPACT OF DIGITAL DEVICE USE COMPARED TO TRADITIONAL PAPER USE ON POSTURAL BEHAVIOUR

The studies reveal major changes in posture:

- 1 Specific eye declinations with **higher eye declinations** when using a tablet or smartphone
- 2 **New working distances** for digital device usage compared to paper:



Closer distance to smartphones than paper: **33 cm** on average but **95%** of people use it between **23 and 43 cm**.
This reveals a new viewing zone:

ULTRA NEAR VISION

High **variability of distance to computer**: **63 cm** on average but **95%** of people use it between **38 and 88 cm**.



**IN RESPONSE TO THESE NEW REQUIREMENTS, ESSILOR LAUNCHES
A NEW GENERATION OF OCCUPATIONAL LENSES**

NEW VARILUX® DIGITIME™

THE NEW RANGE OF MID-DISTANCE LENSES FOR RELAXED EYES AND POSTURE IN FRONT OF SCREENS

3 DESIGNS ACCORDING TO PRESBYOPES' USAGE

FOR
SMARTPHONES
& TABLETS

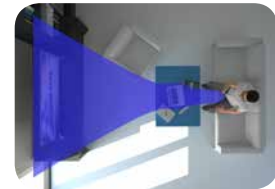
FOR
COMPUTERS

FOR
LARGE SCREENS

VARILUX®
Digitime™ Near

VARILUX®
Digitime™ Mid

VARILUX®
Digitime™ Room



Maximum
depths
of field

80 cm

100 cm

220 cm



Extended
vision



Intermediate
vision



Near vision



NEW



ULTRA NEAR
VISION



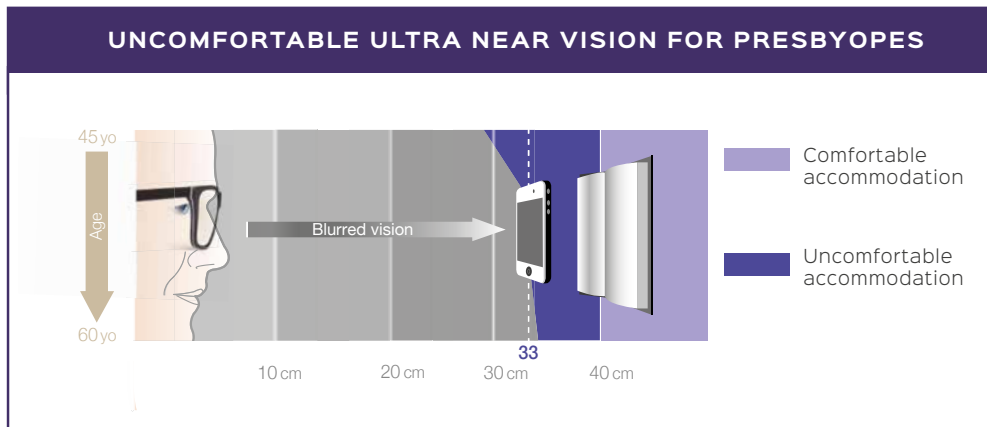
Each **vision zone** is **ergonomically positioned** in the lenses taking into account the R&D study results to offer the wearer **optimal visual** and **postural comfort**.

!

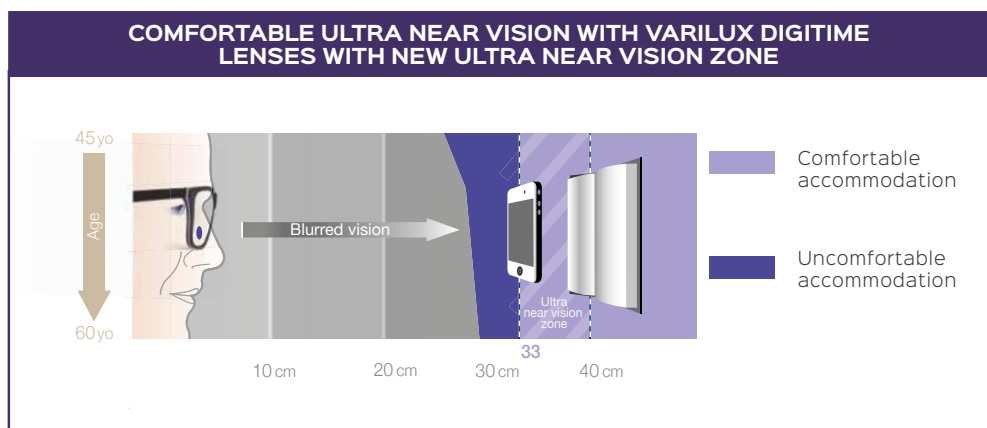
IT IS AN OCCASIONAL-WEAR SOLUTION FOR PRESBYOPES SPECIFICALLY
ADAPTED TO DIGITAL ACTIVITIES.

WEARERS NEED TO BE ADVISED THAT THESE LENSES ARE NOT SUITABLE FOR DRIVING.

NEW ULTRA NEAR VISION ZONE FOR COMFORTABLE SMARTPHONE USAGE



Presbyopic patients need near vision correction due to insufficient amplitude of accommodation. **A smartphone used at 33 cm** on average - nearer than **40 cm**, the **standard near vision correction** distance creates strong stress on eyes which can result in blurred vision.



A new ultra near vision zone is added in Varilux Digitime lenses thanks to an **additional power** below the near vision zone to **support accommodative efforts** required for **smartphone usage**.



THIS NEW VISION ZONE OFFERS WEARERS:

- **RELAXED EYES, EVEN FOR PROLONGED USE OF SMARTPHONES**
- **BETTER READABILITY OF SMALL CHARACTERS**
- **NATURAL POSTURE IN FRONT OF SMARTPHONES**

▲
Harmful blue-violet light is emitted by **the sun** all year long but also by some modern light sources.



▲
Crizal Prevenzia reduces premature eye ageing by selectively filtering out harmful Blue-violet and UV light while providing the best protection against **glare, smudges, scratches, dust and water** for optimal vision.



VARILUX[®] DIGITIME[™] ADAPTED TO OTHER NEAR AND INTERMEDIATE VISION ACTIVITIES

Even if Varilux Digitime lenses are ergonomically designed for digital device usage, they are also **well suited for other near and intermediate vision activities** such as reading a book, sewing, cooking, close work precision tasks BUT they **cannot be used for activities requiring clear distance vision** such as driving.



TECHNICAL INFORMATION

RANGE AVAILABILITY

-14.00D	Stylis 1.67 (Clear & Transitions Signature VII)	+9.00D
-12.00D	Ormix 1.6 (Clear & Transitions Signature VII)	+8.00D
-10.00D	Airwear 1.59 (Clear & Transitions Signature VII)	+6.00D
-10.00D	Orma 1.5 (Clear & Transitions Signature VII)	+6.00D

- Cylinder up to +6.00D
- Addition: From 0.75D to 3.50D
- Recommended with Crizal Previncia
- Also available with Crizal Forte UV and Crizal Easy UV

ORDERING

Varilux Digitime lenses are **ordered with distance vision + addition prescription.**

MOUNTING AND FITTING

The **fitting cross** of the lens has to be **aligned with the pupil centre when looking far away.**

The **minimum mounting height** is **18 mm**.
The **ideal height** to fully benefit from the ultra near vision zone is **24 mm**.



**THE FITTING CROSS DOES NOT CORRESPOND TO THE DISTANCE VISION POINT
LIKE ON A STANDARD VARIFOCAL LENS**

CHECKING

Varilux Digitime lenses **must be checked at the near vision point.**

ENGRAVINGS

VARILUX®
Digitime™ Near



VARILUX®
Digitime™ Mid



VARILUX®
Digitime™ Room





www.essilorpro.co.uk

Essilor International is the world leader in the design, manufacture and customisation of ophthalmic lenses. Active on five continents, Essilor offers a wide range of lenses under the flagship Varilux, Crizal, Optifog, Xperio and Essilor brands to correct myopia, hyperopia, presbyopia and astigmatism.