



The lifestyle
that suits your
progressive lens



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MYPremium
YOUR STYLE LENS

ITALENTI.COM

The progressive lens that suits your lifestyle

The latest progressive lenses in the industry offer the same visual solution to everyone. However, each wearer has a unique lifestyle with different visual requirements. **MyPremium** is a personalized progressive lens produced for every single user, taking into account the different activities that define our unique lifestyle. By collecting and studying information previously provided by the patient, the **MyPremium** lens changes its optical performance to provide a fully customizable visual solution.

Collection of wearer's lifestyle information

MyPremium uses an App that includes a lifestyle questionnaire: this survey includes questions about key wearer activities during work and leisure time, experience with previous progressive lenses, reading habits, and computer typology used. All these questions have been carefully studied to obtain a precise description of the patient's visual need.

The lifestyle analysis engine

The **MyPremium App** includes an advanced algorithm (Engine of Analysis of Life Style) to evaluate the different aspects of each lifestyle wearer. This engine was developed using thousands of compiled questionnaires, all carefully studied by a group of optic professionals.

The widest range of options
for defining our lifestyle carefully

Experiences and expectations

MyPremium takes into account wearer experiences to define the lens design. The sweetness of a progressive is a crucial factor in ensuring a fast adaptation of the patient.

Reading and computer habits

Reading a magazine is not like reading from a digital device like tablets. MyPremium adapts visual reading fields taking into account each patient's reading habits.



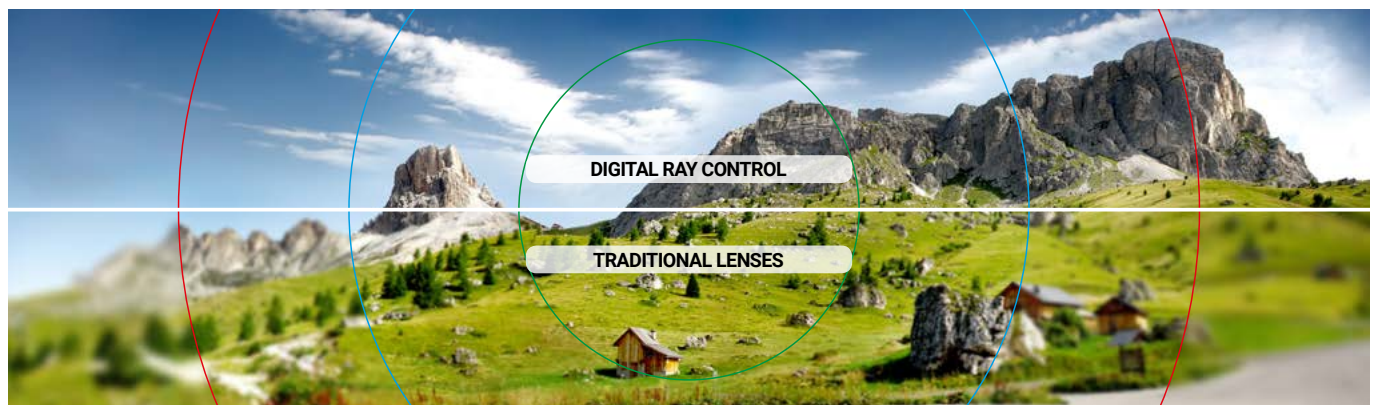
Great resolution thanks to the **Digital Ray Control** technology

Digital Ray Control is an innovative computing system that uses a new design engine to optimize the geometry of the lens, with a real binocular vision simulation. Each lens becomes "unique" and is individually calculated to ensure a higher vision quality than the standard and especially in every gaze direction.

Calculation software takes into consideration not only the single ray but the entire wavefront of light passing through the lens, simulating the trajectory based to the lens powers and considering in particular the position lens while used generally inclined than the perpendicular plane.



This evolved calculus therefore minimizes all aberrations of oblique bandwidth astigmatism, including astigmatic error, for each gaze direction, and for each lens inclination in a customized way, an error that is perceived by the wearer when he looks through an area of the lens that is significantly distant from the optical center.



Optimization is developed thanks to the ray tracing technology that simulates all the different radius directions. Each track of the beam is repeated thousands of times until the back surface gives the desired corrective value in every gaze direction.

BENEFITS FOR THE WEARER

Adaptive Performance

The lens changes optical performance according to wearer lifestyles to give a fully customized visual solution.

High personalization level

Frame parameters, optimization of the inset and automatic calculation of the corridor ensure a high lens quality level.

Quick adaptation

Wearers find that **MyPremium** is very easy to use, with almost instantaneous adaptation.



ADVANTAGES FOR OPTOMETRIC OPTICS

To whom propose MyPremium:

It is the ideal lens for the wearer who requires maximum customization of his progressive lenses, not only on postural parameters but also in relation to his lifestyle.

Innovative sales method

Thanks to the web application the customer is involved in an interactive way for the selection of his ideal eyewear



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We recommend the use of UV Tech or BluBlock coating