

SEIKO Succeed & Supercede

Patented 100% Internal Free Form Designs



- Succeed & Succeed Ws
- Supercede & Supercede Ws

SEIKO

SEIKO, A NAME KNOWN AROUND THE WORLD

for quality and innovation is also the world leader in cutting-edge technology for progressive addition lenses. Seiko *internal* free-form lenses have been available in the world market for over a decade and, after years of continual design advances, are now available from your favorite optical laboratory. Seiko's patented, 100% back surface designs eliminate the factors that result in non-adapts, with wider, clearer fields of view in all areas of the lens.

Thanks to the recent advances in digital lens processing, progressive lens wearers can now experience levels of optical performance that were previously unavailable using conventional technology.

Seiko's patented* internal free-form progressive lens designs create a totally new type of progressive lens. First time wearers are amazed by the clear and stable distance vision, while experienced wearers appreciate the extra-wide visual fields—near, far and in-between.

Eliminates Distortion

Seiko's patented design is the first to use a perfect sphere on the front surface of the lens. This eliminates the magnification factors that cause virtually all of the swim and sway distortion

found in conventional progressive addition lenses. The result is smooth vision throughout the lens, with no distortion.

Wider Fields of View

With the entire prescription on the back surface of the lens, closer to the wearer's eye, the field of view is wider. The intermediate area in a Seiko internal free-form lens is up to 35% wider than other lens designs.

Progressive lens designs are usually described as being harder or softer, depending on their design and the features they offer the wearer.

A hard design has a more restricted intermediate area, but provides a much wider reading area. A soft design has a wider intermediate area preferred by computer users.

Optically Precise Rx's

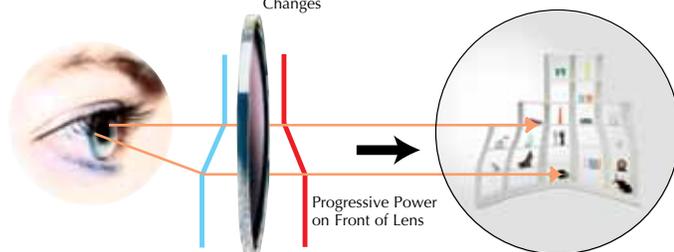
Older progressive lens designs use only a few base curves, each designed to accommodate a wide range of powers. Each base curve has only one optimum spherical Rx at the center of its range. Lens optics are compromised by off-center power error and unwanted astigmatism as you move from the one specific optically precise sphere power.

Seiko free-form lens designs do not suffer from these base curve limitations. Instead, toric and progressive surfaces are combined and customized to the exact Rx. The wearer receives a truly customized lens with an exact prescription in each area of the lens. Patient accommodation is automatic, as each lens is truly prescription-specific.

* Seiko Epson Corporation owns the intellectual property rights (patent #6,019,470) in the United States, to produce/distribute/sell/market lenses that combine the toric and progressive powers onto the back surface (eye side) of the lens.

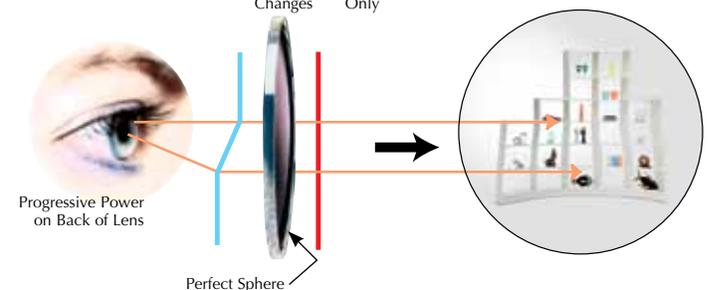
Conventional PAL Design

Changes in Magnification = Front Curve Changes + Power Changes

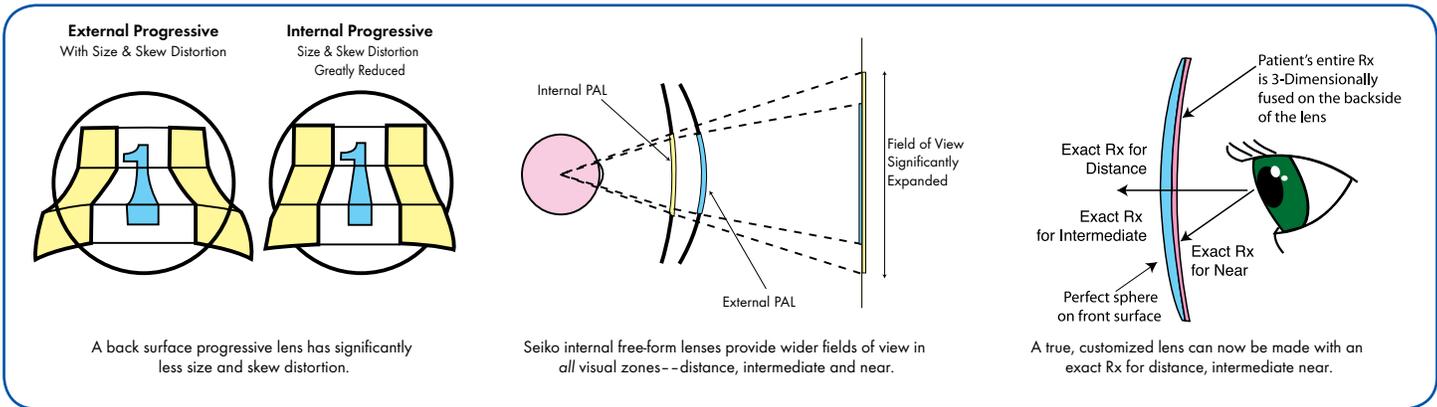


SEIKO Back Surface Design

Changes in Magnification = No Front Curve Changes + Power Changes Only



A spherical front surface eliminates factors that cause swim & sway distortion



Superscede & Superscede Ws

Superscede & Superscede Ws lenses introduce advanced aspheric compensation (AAC) into the intermediate and near visual zones. AAC optimizes the optical performance of the lens in the as-worn position, taking into account eye rotation in relation to the visual and optical axis of the lens.

AAC reduces the aberrations caused by varying vertex distance, while compensating for pantoscopic tilt as the eyes converge from the fitting cross through the reading area. This is a tremendous benefit to patients with difficult prescriptions.

AAC alters surface power to deliver the prescribed power when the lens is positioned in front of the eye. This "measured power" is printed on the job envelope.

Superscede uses a softer design that is ideal for the active first time PAL wearer who needs a wide intermediate area. It is the correct choice for low to medium add powers and has a minimum fitting height of 16mm.

Superscede Ws lenses have a minimum fitting height of 14mm and use

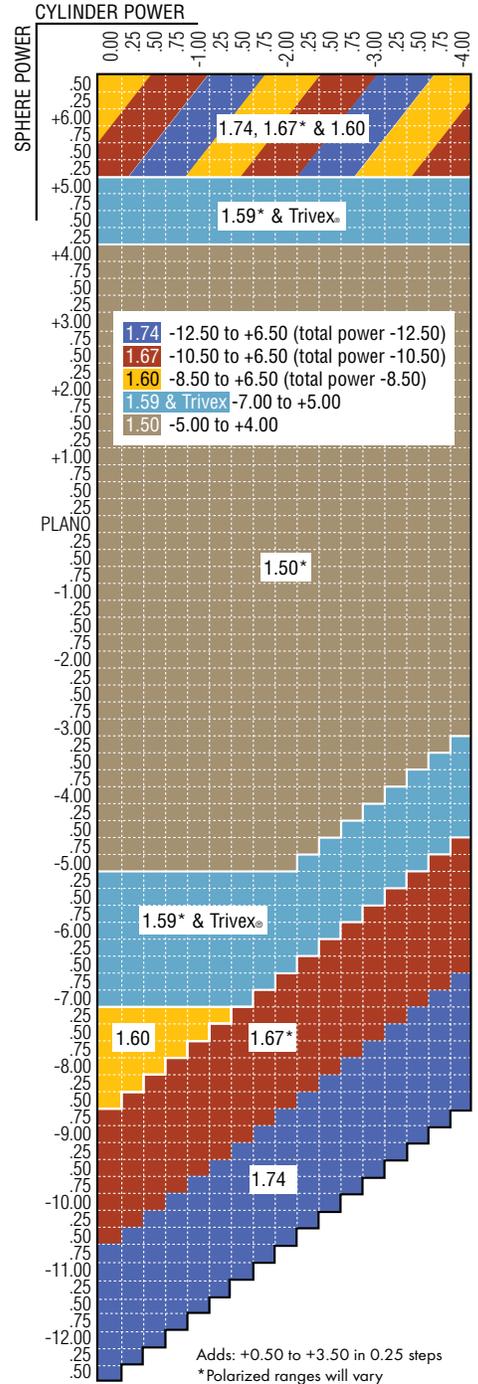
a hard design that desirable in frames with a narrow B measurement. It provides a wide distance and extra wide near vision area. It is suited to seasoned wearers with difficult prescriptions, or medium to high add powers.

Succeed & Succeed Ws

At the basic level of internal design technology, Succeed & Succeed WS lenses are still highly advanced. Their design customizes aspheric compensation in the progressive channel based on the patient's complete Rx. The result is a much wider viewing areas throughout the lens.

Seiko Succeed has a soft design that is enjoyed by first time wearers. It is recommended for people with active lifestyles and for prescriptions with low to medium add powers. Succeed has a minimum fitting height of 17mm.

Seiko Succeed Ws is a hard design better suited to seasoned wearers and those with difficult prescriptions. It is recommended for prescriptions with medium to high add powers, and has a minimum fitting height of 15mm.

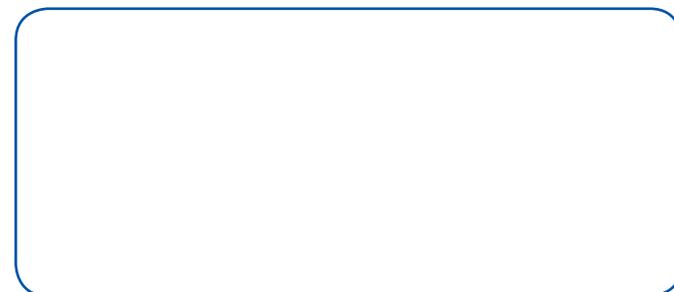


Lens Selection

	Succeed	Succeed Ws	Supercede	Supercede WS
Corridor Lengths (2 each design):	13mm/15mm	11mm/13mm	12mm/14mm	10mm/12mm
Minimum Fitting Heights:	17mm/19mm	15mm/17mm	16mm/18mm	14mm/16mm
Patented 100% Back-Surface Design	*	*	*	*
Eliminates front surface swim & sway distortion	*	*	*	*
Wide, clear vision in all visual zones	*	*	*	*
Unique design for every prescription	*	*	*	*
Soft design for first-time wearers, and non-adapts. Wide, stable intermediate region for computer users. Low-to medium add powers.	*		*	
Hard design for seasoned wearers, medium. to high add powers and visually demanding occupations.		*		*
Fits smaller frame styles		*		*
Advanced Aspheric Compensation in the intermediate and near zones optimizes optical performance in the as-worn position. It aligns the optical and visual axis by compensating for vertex distance, pantoscopic			*	*

Material & Coating Options

	Clear	Polarized Gray & Brown	Transitions® Gray & Brown	Transitions® XTRActive™	Sportswear Transitions® SOLFX™
1.50	*	*	*		
1.53 Trivex	*		*	*	*
1.59 Poly	*	*	*	*	*
1.60	*		*		
1.67	*	*	*	*	*
1.74	*				



For more information, contact your Authorized Seiko Distributor or Seiko Optical Products of America, Inc.
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