

atLast! a 'clever piece of optics'

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Norville Optical launched the atLast! enhanced multifocal lens at London's Sloane Club last week, along with new NXT sunglass lenses, Polaroid sunglasses and frames by Stvdio Jeff Banks.

The new lens from the US firm PixelOptics uses composite lens technology to produce a molecularly bonded segment with no external segment lines. Speaking about atLast!, Frank Norville described it as a very clever piece of optics, combining a Trivex front with a back embedded segment to give a 1.67 lens with a wide intermediate area.

He added that it was an ideal lens for people who cannot get on with progressives and a good way for practices to upgrade those patients who insist on a bifocal lens.

Peter Zieman, director European sales for PixelOptics, described the lens as the work of US inventor and optometrist Dr. Ron Blum who has over 300 lens patents. Thanks to sculpturing in the lens the segment line is barely noticeable on the inside. "There are other products in the pipeline that are very exciting. The atLast! is just released and is what PixelOptics is all about. We have a strong partnership with Panasonic Investments with some unique and interesting products for the market over the next few years."

One such development is PixelOptics' next technological breakthrough, the electro-focus lens system which is being tested at the moment and will be on show at next month's Vision Expo East in New York.

In launching atLast!, along with Polaroid sunglasses and NXT sunglass lenses, Frank Norville also introduced a keenly-priced Stvdio Jeff Banks frame range. "The timing is perfect as it is very much a value-for-money brand. There is too much pessimism, we need to inject optimism and you in practice are the people who can wake up the dismal pessimists," he said.