

## **FOR IMMEDIATE RELEASE**

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## **PIXELOPTICS™ LAUNCHES atLAST!™ ENHANCED MULTIFOCAL LENSES WITH EXPANSIVE INTERMEDIATE FOR BIFOCAL WEARERS**

ROANOKE, VA –PixelOptics introduces a new category of lenses with atLast!™, the “world’s first Enhanced Multifocal lens” providing the spacious, continuous intermediate vision missing in standard multifocals. Not a progressive lens or a blended bifocal, atLast! incorporates patented composite lens design technology to provide continuous, wide vision from close-up to five feet away, with a soft power jump when transitioning from distance to far-intermediate. The soft power jump is 70% less than that of a bifocal of equivalent add power. The atLast! Enhanced Multifocal ensures significantly improved optical performance for bifocal and trifocal wearers while providing computer users and second-pair progressive wearers the intermediate vision they really want.

According to Dr. Ronald Blum, Chairman, President and CEO of PixelOptics, “The vision care market has successfully transitioned many lined multifocal wearers to progressive lenses over the past 20 years. But while progressives remain the preferred choice, 17 million pairs of bifocals continue to be dispensed in the U.S. each year with over 50 million pairs dispensed worldwide. These wearers are completely missing the intermediate range of vision which is where so much of our everyday activities happen. We’re very pleased to recognize this market with an outstanding lens for bifocal wearers who are simply looking for better vision in a lens style they prefer.”

Bill Spies, Chief Operating Officer of PixelOptics, adds, “In addition to bifocal wearers, we’re confident atLast! will prove an excellent choice for computer users and as a second pair for progressive wearers seeking a lens that better meets the demand for intermediate vision. Whether they’re reading computer screens or playing chess, presbyopes today are seeking enhanced vision in the intermediate range. ”

atLast! Enhanced Multifocals incorporate revolutionary composite lens design technology, combining innovative lens designs and well-known, proven lens materials to produce a completely new category of lens. Unlike any other multifocal available today, atLast! combines a power gradient with an embedded power segment to provide four zones of clear vision – Near, Intermediate (18” to 29” away), Far-Intermediate (29” to 5 feet away) and Distance.

The atLast! Enhanced Multifocal is unique in providing Far-Intermediate vision, resulting in wide, continuous viewing from close- up to five feet away. In addition, atLast! increases the range of near and intermediate vision by more than ten times that of a bifocal of comparable add power, so bifocal and trifocal wearers enjoy more areas of clear vision overall. atLast! lenses also provide progressive lens wearers who want a second pair with wider, more stable intermediate and near vision, with only a soft power jump between distance and far-intermediate. Combined with its clear, wide near and distance vision, atLast! Enhanced Multifocals give wearers the full range of vision they need and expect.

Bifocal and trifocal wearers experience a significant cosmetic benefit with atLast!. The power segment in atLast! is semi-visible when looking through the lens, and nearly invisible to those looking at the wearer. So for the first time, those who have preferred a lined multifocal can enjoy excellent cosmetics in a familiar lens style without the old-fashioned segment lines found in bifocals or trifocals.

Because its lens characteristics are familiar to both lined multifocal and progressive lens wearers, the versatile atLast! lens satisfies a broad range of patients and ensures easy adaptation. It is also less expensive than most progressive lenses, making the atLast! Enhanced Multifocal an excellent second-pair option for progressive wearers seeking more intermediate vision.

atLast! lenses will be available in a family of composite materials that are molecularly bonded to ensure greater strength and structural integrity. Composite materials from PixelOptics use different high index monomers on each lens surface to maximize the thin and light qualities of the lens while enhancing optical performance.

atLast! Enhanced Multifocals will be previewed at Vision Expo West and rolled out regionally through major laboratories.

For more information about atLast! Enhanced Multifocal lenses, visit [www.PixelOptics.com](http://www.PixelOptics.com) or call Clay Musslewhite, Director of Marketing at 888-749-3567.