



# Making an impression

In a final report from this year's Optrafair exhibition in Birmingham, *Optician* rounds up the remaining lens and related equipment news

**O**n one of the most stylish stands at Optrafair 2013 Rodenstock concentrated on expanding its System of Better Vision, with new products designed to help optical practitioners be more effective when advising customers.

In the lens division, Rodenstock presented new product generations within the Impression 2 and Multigressiv 2 product families. Impression 2 lenses were improved once again with the introduction of a Perfection category. These high-tech lenses are now available with pupil-optimised correction, which Rodenstock say make it possible to have crystal clear vision at all distances and in all light conditions.

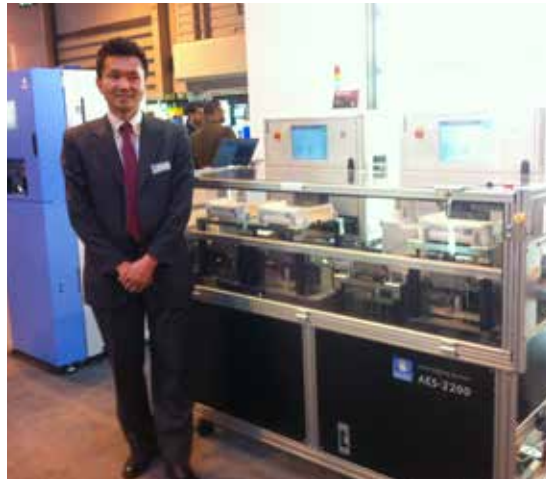
'The Impression 2 lens is now pupil optimised,' said Dave Walker regional lens manager. 'If a patient has a large pupil it means the peripheral image on the iris will be blurred. So we have changed the front surface of the lens to accommodate that and take away spherical aberrations around the edge.'

Meanwhile the new generation of Multigressiv 2 lenses promise better vision in the intermediate and near range. Through the development of an EyeModel module in the technology used for all Multigressiv lenses in the Excellence category, the company said it was possible to have up to 25 per cent better vision in the intermediate and near range.

### Choosing the right product

Rodenstock has also updated the grouping of lenses throughout its portfolio into Superior, Excellence and Perfection categories to provide further structure and ultimately help practices to provide better consultation. Walker explained that, as the categories are based on customer needs and vision requirements, the optician can easily find the correct product for his customer. End users, on the other hand, can better comprehend the product differences and get the best lenses for their individual visual requirements.

In terms of auxiliary equipment there was the new Rodenstock Competence Centre, a modular display system



The Nidek AES 2200 was revealed at the show

designed to emphasise the premium claim of Rodenstock. The display is said to allow the optician to present lenses and frames from Rodenstock dually in an attractive display and provides the possibility to show coatings or tints in a high-quality and user friendly way. The modular display system is available in different sizes – from a single highlight display up to a complete shop-in-shop solution and it can be used as a display window decoration.

### Centring on the brand

Carl Zeiss Vision showcased a new portfolio of lenses, its latest dispensing technology equipment and a new brand identity in Birmingham.

The i.Terminal 2 is the latest centration system from Zeiss and is said to allow for fast, simple and accurate measurement of all necessary parameters for individualised precision lenses. This includes monocular interpupillary distances, fitting heights, pantoscopic angle, back vertex and wrap.

Attendees could also obtain details of how the Zeiss single-vision lens portfolio has been upgraded into four performance levels that range from conventional single-vision spherical lenses to customised designs using freeform technology.

A new office lens portfolio was launched, that includes an enhanced reader lens and an indoor progressive lens, while the company's progressive

mineral portfolio has been extended to include 1.6 and 1.8 hi-index clear and photochromic materials. The new Zeiss brand identity, meanwhile, uses black and white imagery that pay tribute for the attributes Zeiss stands for.

### Intelligent conveyer

Birmingham Optical Group, sole distributor of Nidek products in the UK, was showing two new Nidek systems at Optrafair. The first of these was the AES 2200, a new robotic system that incorporates Nidek's latest NICS (Nidek Intelligent Conveyer System) software.

'This uses patented technology that allows it, while loading a job into the correspondingly lens edging system, to lift the tray away from the conveyer belt,' explained Neil Townsend, managing director of Birmingham Optical. 'The intelligent system understands which lens edging system is about to stop next and can use the conveyer to get the tray to that edging system rather than the other trays getting in the way.'

This innovative automatic one-line set-up cuts down on the space required for the system while also having a dramatic effect on productivity, as Townsend commented: 'This is the first time the AES 2200 has been viewed in the UK. Across the country we have many Nidek industrial installations and they are all very interested in this because, over an eight-hour period, it can enhance productivity on a four machine configuration ratio from 989 jobs to 1,628 in eight hours.'

The second new Nidek system on view in Birmingham was the final prototype of the Xtrimer SE-1, which is Nidek's introduction into the dry edging field. The machine can process a range of lens materials including Trivex and polycarbonate.

'The Xtrimer is two or three times smaller than most comparable products, something that has been achieved by angling the tools to allow a smaller configuration. This is suitable for high volume retail stores as well as industrial labs. We can automate a production line for anyone doing over 130 jobs per day,' said Townsend. ●