

A NEW WAVE IN LENS DESIGN



Introducing **INFINITY** Technology powered by HOYA

DOC developed the INFINITY lens so IDOC Members can offer their patients a leading-edge lens experience at a highly-competitive price. The *INFINITY* lens offers the clarity and comfort of the industry's most advanced lenses in two options: *INFINITY* and *INFINITY* Advanced. Now the industry's most forward-thinking practitioners have a design-forward lens that will benefit both their patients and their bottom line.

Balanced Vision with Transmission-Based Modeling (TBM) Technology



Transmission-Based Modeling (TBM) Technology is used to create this advanced horizontal asymmetrical design, minimizing visual differences in power, prism and magnification between right and left lenses. As a result, wearers experience improved binocular fusion and a more balanced view.



INFINITY Technology

A new wave in lens design powered by HOYA

INFINITY lenses, created exclusively for IDOC members, combine advanced design technology with wearer ergonomics to create a new wave in progressive vision. INFINITY progressive lenses are designed with Transmission-Based Modeling (TBM) providing optimized clarity in all zones by systematically reducing unwanted astigmatism in the periphery for each base curve and add power combination.

| Lens Design | Concept | Patient Benefit |
|--------------------------|---|---|
| INFINITY | <ul style="list-style-type: none"> Progressive design that provides natural, all-around vision with a wide near zone | <ul style="list-style-type: none"> All-purpose progressive lens at a value price |
| INFINITY Advanced | <ul style="list-style-type: none"> Sharp, concise and wide vision in all zones INFINITY design with back surface optimization | <ul style="list-style-type: none"> Allows for concise vision at all distances Wider fields of vision with less distortion |

| AR Treatment | Concept | Patient Benefit |
|--------------------------|--|--|
| UltraView AR | <ul style="list-style-type: none"> Water resistant Scratch resistant on both front/back | <ul style="list-style-type: none"> Highly water/scratch resistant |
| UltraView Plus AR | <ul style="list-style-type: none"> Substrate matching properties Exceptional scratch resistance Excellent smudge and water resistant properties | <ul style="list-style-type: none"> Gives patients the ultimate protection from scratches, water and smudges |