**Are you ready for a renewed Freedom -----------We Are Ready!**

…ready for the freedom to do what is best for our customers.
…ready for the freedom to challenge the status quo.
…ready for the freedom to take back our industry one independent retailer at a time.

Nova Optical is building a new [strategy](http://www.laramyk.com/products/ready-for-war/) for doing [business](http://www.laramyk.com/products/ready-for-war/) in an optical industry controlled by the few; a strategy that makes it easier to compete on your own terms, not theirs. With the newest Digital Ray Path technology and our dedication to the belief in the independent practitioner, Nova Optical has begun by putting together the Nova [FREEDOM SERIES of free form lenses;](http://www.laramyk.com/products/lenses/integrity-freeform-lenses/) products as good as or better than those that want to control the market today. These products are yours to tailor to your needs, to brand as your own, and to make as unique as you are.

Compete on your terms, not theirs. Take back your customers.

**NEW** Nova Optical Labs **FREEDOM SERIES** of Free Form Lenses

-NOVA - SFV Progressive lens design optimized for superior far vision. It offers a

 panoramic far visual field with freedom for lateral movements of the eye.

-Nova BALANCE-S Ideal first progressive lens, offering superior comfort. Balance-S is an ideal

 solution for users with little or no experience wearing progressive lenses .It

 offers a balance compromise between comfort for all distances and smooth

 transition between them.

-NOVA BALANCE-H Premium personalized progressive lens that offers a great quality of

 vision and wide visual fields for any distance. Ideal solution for users

 demanding requirements for large visual fields at any distance. This

 design represents the most accurate combination of quality and

 comfort.

-NOVA-OFFICE Precision design that is the solution for those professionals who

 require an intensive use of the near and intermediate vision. Nova

 Office offers several clear vision depths that provide the patient with

 a visual solution perfectly adapted to their individual needs.

-NOVA -CHILL An innovative design for pre-presbyop’s that reduces visual fatigue. Lets your eyes

 rest when reading, working with computers or playing video games. Nova

 Chill is an anti-fatigue design that has been calculated to reduce

 visual fatigue produced by a continuous accommodation effort.

The Dual Mapper With the A&R Dual Lens Mapper we are able to take our already stringent quality . control standards to an entirely new level. The information we can now obtain with the

 Dual Lens Mapper not only allows us to inspect, but is invaluable for troubleshooting

 and providing a true picture of maintenance requirements and consumables

 replacement for our digital surfacing equipment.

We Are Ready… are you?

 

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