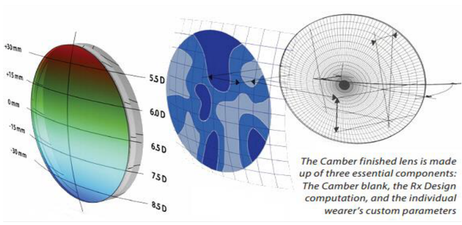
NOVA ACT camber
ADVANCED CURVE TECHNOLOGY
FOR PROGRESSIVE RX WEARERS

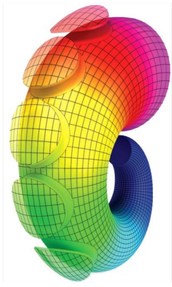
Camber technology combines complex curves on both surfaces of the lens to provide excellent vision correction

Digital processing is perhaps the most significant and exciting technological development our industry has seen in recent years. While there are many advantages to this technology, there are also some optical design issues which need to be considered. Nova ACT with Camber technology both addresses these optical issues and takes advantage of all the flexibility digital surfacing has to offer.

By utilizing the power of complex curves on both surfaces of the lens, Nova ACT with Camber offers something for everyone. Better optics, cosmetics, improved near and widened distance zones. Camber is truly a breakthrough for the laboratory, eyecare professional, and most importantly, the patient.



NOVA ACT



The Nova ACT with Camber lens blank features a variable base curve - a new front surface innovation that provides the optically ideal base curve in all viewing zones.

Each Camber lens blank comes from a section of the **"Elephant's Trunk"** curve, creating a unique variable base curve front surface that continually increases in diopter from top to bottom. This improved front surface profile gives each viewing zone a base curve that is well-suited to its function.

From the top of the lens blank to the bottom, the base curve increases up to three diopters.

This "stacking of the spheres" is a totally new idea, unique to Camber lenses.

This new front surface innovation provides benefits to wearers in both the distance and near zones. Wearers enjoy noticeably increased acuity in the periphery of the distance zone, as well as a reading area that is more comfortable and easier to find with the eye.

Digital lens design gives optical designers a lot of power to create lenses that are customized to each patient. But when a progressive lens is made from a single vision lens blank, the uniform front curve creates optical problems that lens designers must digitally correct. Rather than focusing every design decision on achieving a fully personalized lens, some of the design power must go toward "compensation correction."

Camber's new variable base curve technology reduces the need for compensation correction, allowing more digital design power to be used to refine and customize the design for each individual eye.

NOVA

NOVA ACT

AN ADVANCED LENS LIKE NO OTHER

Nova ACT with Camber finished lenses give wearers an outstanding visual experience, with spacious reading zones, improved peripheral vision, an expanded Rx range, better-looking lenses in many prescriptions, and user-preferred near vision performance.

How Nova ACT with Camber Lenses Benefit Patients:

- **Better Vision**
  In all zones, compared to single vision blank
- **Latest Technology**
  Camber's two-surface design is unique and patented
- **Fully Customizable**
  Every variable that affects vision can be individualized to patient
- **Improved Reading Area**
  More spacious, easier to find with the eye
- **Easier Adaptation**
  Study shows quicker adaptation for most wearers
- **Wearers Prefer Camber**
  Study shows more wearers preferred lenses made from Camber blanks to lenses made from single vision blanks

NOVA

NOVA ACT
THE ART & SCIENCE OF camber™
ADVANCED CURVE TECHNOLOGY

Nova ACT & Camber Technology COMBINES COMPLEX CURVES ON BOTH SURFACES *of the lens to provide excellent vision correction. The unique,* CONTINUOUSLY CHANGING SURFACE CURVATURE *of the specially designed lens blank allows expanded reading zones with improved peripheral vision. When combined with a Nova ACT's* SOPHISTICATED BACK SURFACE DIGITAL DESIGN *both surfaces work together to accommodate an expanded Rx range, offer better cosmetics (flatter) for many prescriptions, and yield user-preferred near vision performance.*