

Impression -Individual Lenses from Rodenstock.

Michèlle Zink Dieter Kalder



- Why a "Relaunch Impression"?
- Product modifications.
- The Relaunch Impression.



Why a "Relaunch Impression"



Impression ^{ILT} and Multigressiv ^{ILT} have been on the market since April 2000.

- The products are now 5 years old.
- The distinction of both ILT products is difficult both for the optician and end user as well as internally in Rodenstock.
- Taking the individual measurements is complex for the optician.
- New products, which give the appearance of being individual and are marketed with excellent concepts, are constantly coming onto the market.







Products

	Impression ILT, Multigressiv ILT	Rodenstock	(2000)
	Gradal Individual	Zeiss	(2000)
	Ipseo	Essilor	(2003)
	Super P1	Seiko	(2004)
	Hoyalux ID	Ноуа	(2004)
	Infinity Individual	Optovision	(2004)
0	Ysis	R+H	(2004)



Grad der Individualität bei Gleitsichtgläsern

	Alleinstellung Rodenstock		mit einem Mitbewerber gemeinsam						
Aufgeführt sind die Daten, die bei der Optimierung des Glases			Zeiss	Essilor	R•H	Hoya	Seiko	Optovision	
berücksichtigt werden:	Impression ILT	Multigressiv ILT	Gradal Individual	¥arilu z Ipseo	Ysis	Hoyaluz ID	Super P-1	Infinity Individual	
Fehlsichtigkeit									
Sphäre	×	×	×	×	×	×	×	×	
Zylinder	X	X	X	X	X	X	X	X	
Achse	X	X	X	X	X	X	X	X	
Prisma	X	X	X	X	X	X	X	X	
Basis	X	X	X	X	X	×	X	X	
Addition	X	X	X	X	X	X	X	X	
Individueller Augenabstand									
PDR	X		×		×	×	×		
PDL	X		X		X	X	x		
Sitz der Gläser vor den									
Augen in der									
HSA	X		X		×	_			
Vorneigung	X		x			_			
Fassungsscheibenwinkel	X								
Arbeitsabstand	46 A44 2,75		×			×	?		
Rezeptwertoptimierung									
atorisch (sehr gute Sehfelder, De sign Meith achelose)						teilw. Muli 1	teilw. Muli 1		
Design bleibt erhalten)	X	X	X					X	
Inset Optimierung									
(PD,HSA,FSW,Vorn, Wirkung,	X								
Individualitāt im Brillenglas									
Design									
Sehgewohnheiten Eye- und									
Headmover				×		_			
Progressionslänge den									
Sehgewohnheiten angepasst					x				
Unterschiedliche									
Progressionslänge, Anzahl	2	2	2	1	3?	2	6	1	
Optimierung für									
Universalgebrauch (Alltag)	×	×	×	×		×		×	
Optimierung für überwiegende									
Fersicht					×		x		
Optimierung für überwiegende									
Nahsicht					×		×		
individuelle									
Speziallösungen	4								





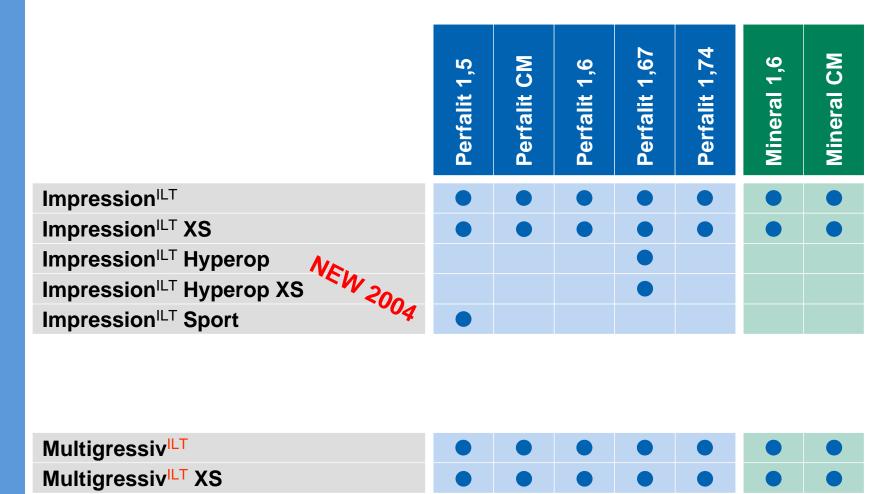
Impression ^{ILT} and Multigressiv ^{ILT} have been on the market since April 2000.

- The products are now 5 years old.
- The distinction of both **ILT** products is difficult both for the optician and end user as well as internally in Rodenstock.
- Taking the individual measurements is complex for the optician.
- New products, which give the appearance to be individual and are marketed with excellent concepts, are constantly coming onto the market.
- Impression ^{ILT} und Multigressiv ^{ILT} are in the mean time old products from the opticians' point of view. Old means overaged and in addition complex.
- Impression ^{ILT} is still the best individual PAL and unparalleled by the competition.

The individual products of Rodenstock



Multigressiv ILT is not an individual product and does not fit into the familiy.





Why a "Relaunch Impression"?

Product modifications.

The Relaunch Impression.

Product Modifications.





- New marketing approach of existing products.
- Offering the most powerful and widest individual portfolio.
- New, improved measuring tools for the individual parameters
- New demo- and consulting tools.



- The products and product supplements.
- New price list concept.
- New measuring tools.
- IT based consulting tool.
- New demo tool.
- Education concept for opticians.
- Certification of educated shops.
- Communication and advertising material.

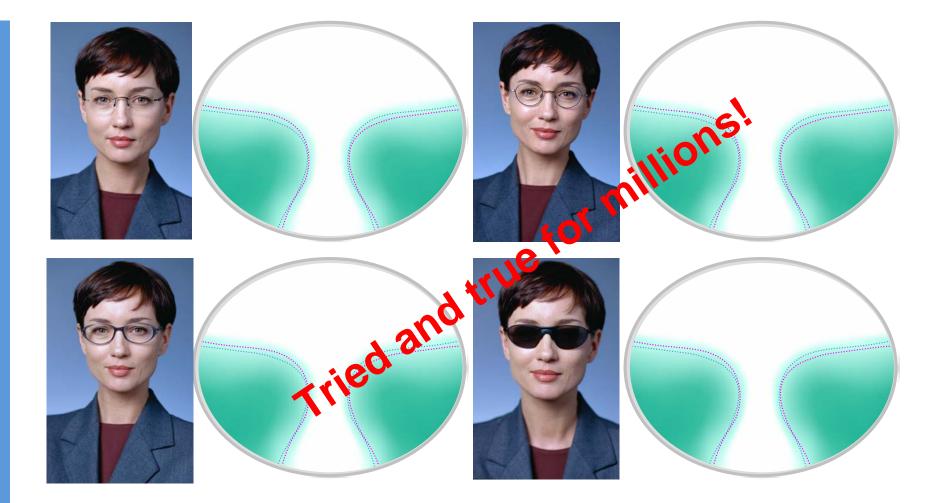


Why is Impression so successful?



The reason why Impression is so successful!





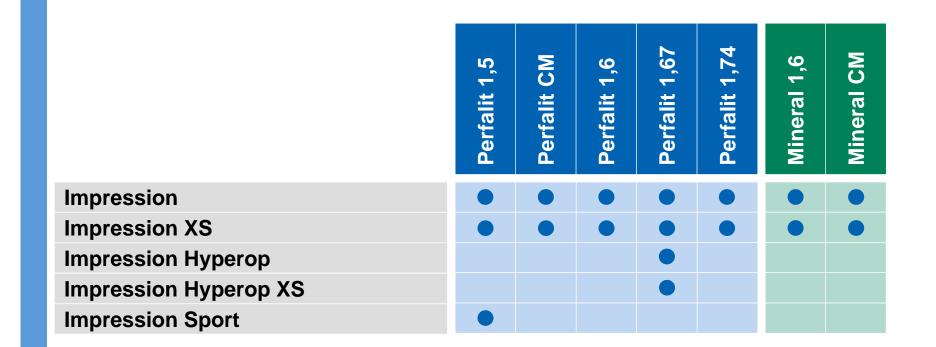
The reason why Impression is so successful!





- Impression is still **the only lens worldwide** which takes into account the whole data of the position of the frame and is optimized for every prescription.
 - Highest level of development. Optimal performance for every wearer.
- Features of successful design
 - Vision compares more to visual comfort of single vision lenses.
 - Low swimming effect with combined head and eye movements.
 - While reading constant head adjustments are not necessary.
 - Natural head and body posture during far vision. No vertical head and eye
 movements necessary.
 - Good binocular vision.
 - Even with high powers very low optical aberrations.
 - High visual acuity, particularly in cases with high astigmatism.
 - Also good mesopic vision (twilight). Independent from the width of the pupil.
 - Optimal performance for every prescription (sph, cyl, axis, prism).
- The widest range of materials.

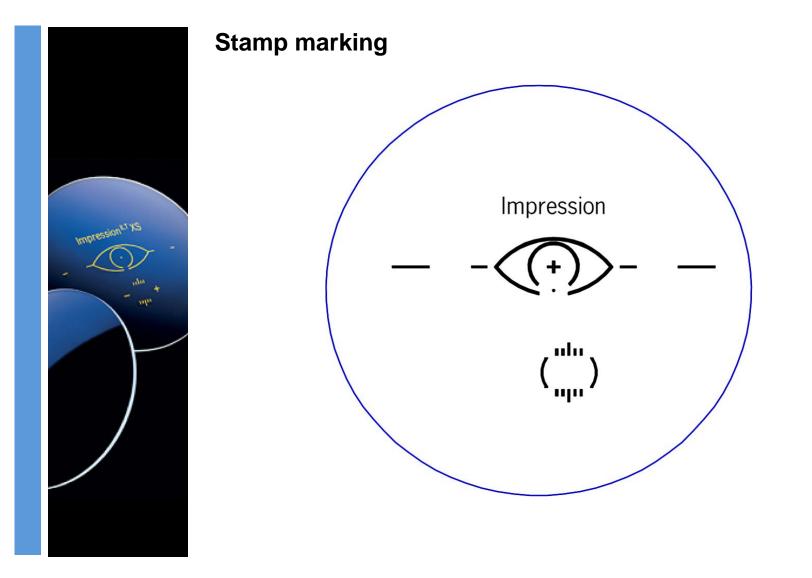




Impression ^{ILT} will be called in the future only Impression. Without " ILT".



Modifications of Impression

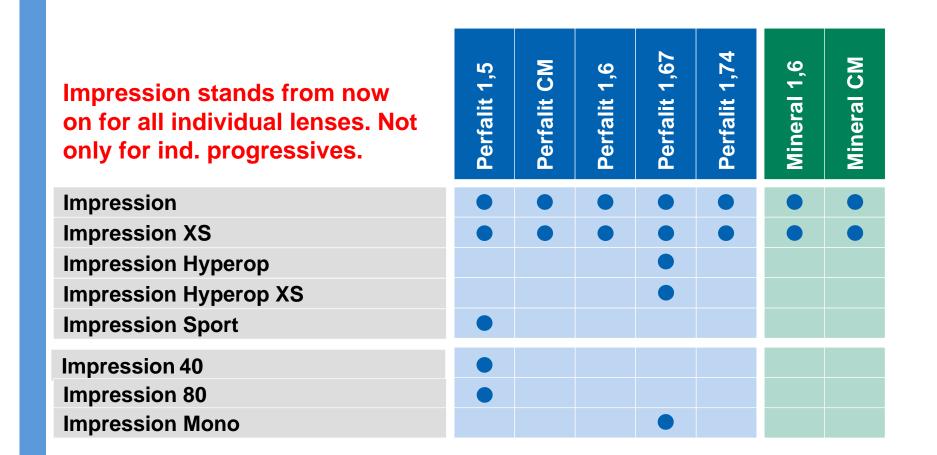
















Impression Mono -

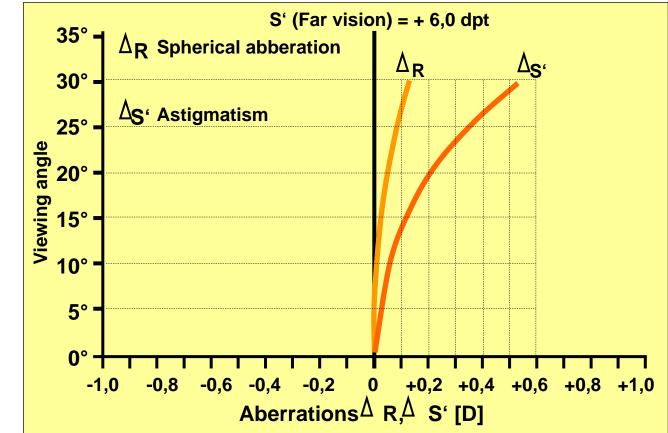
The first individual SV lens worldwide.



Optimization of SV lenses: Former solutions



Target: Elimination (minimization) of oblique astigmatism and spherical aberrations at all possible prescriptions.







Target: Elimination (minimization) of oblique astigmatism and spherical aberrations at all possible prescriptions.

- Curvature of the lenses (Tschernings ellipse).

Bad result: With cyl powers, prisms and high spherical powers and additional if position of the lenses is not according to theoretical values.

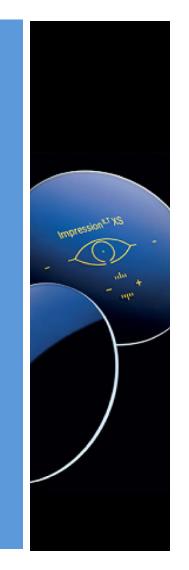
- Single sided spherical lenses

Good result: Plus lenses become thinner and flatter. **Bad result:** With cyl powers, prisms and high spherical powers and **reinforced bad** if position of the lenses is not according to theoretical values.

- Double aspheric lenses

Good result: Plus lenses become thinner and flatter. **Bad result:** With cyl powers, prisms and high spherical powers and **extraordinary bad** if position of the lenses is not according to theoretical values.





Target: Elimination (minimization) of oblique astigmatism and spherical aberrations at all possible prescriptions.

The one and only target is always to eliminate the oblique astigmatism. Therefore only one reasonable solution exists :

Lenses with an atoric back surface, optimized online like Impression PAL's.

- Very good result: Plus lenses bcome thinner and flatter.
- Very good result: With all prescriptions.
- Very good result: With every position of the frame; even with deviating face form angle.
- Very good result: With astigmatic powers through taking into account the "Listings Rule".

Impression Mono – The world wide first individual SV lens.





A Top SV lens. As individual as the wearer.

The unique product on the field of SV lenses.

Optimized for individual parameters:

PD; FFA and CVD through an atoric free form surface.

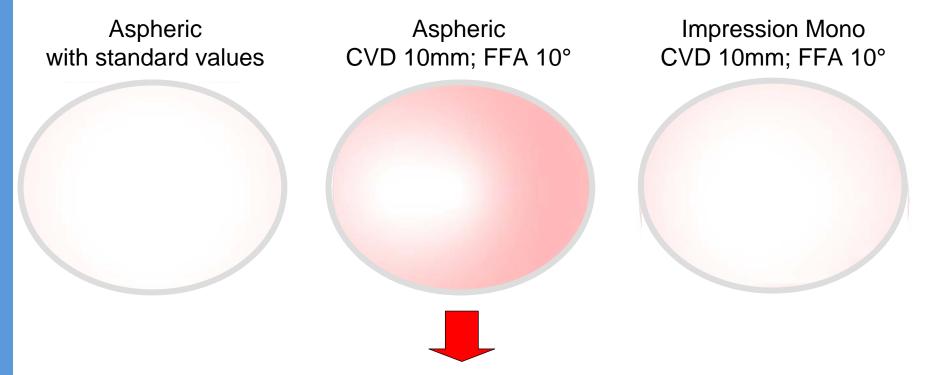
Thanks to centration according to the center of the eyeball rotation the parameter PT (pantoscopic tilt) is not necessary.

It is a must to also forward the axis of the prescription with the order. (Listings Rule).

Full surface correction in perfection.

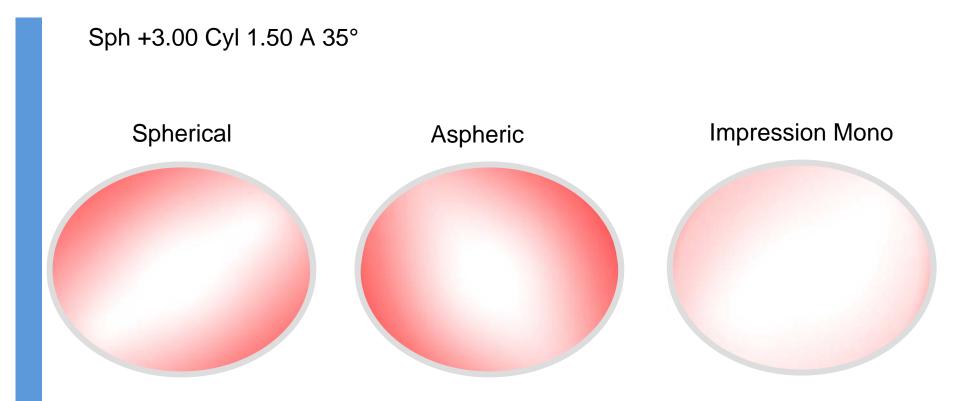


Sph -2.00 dpt



Deviations from the standard position of the frame cause higher oblique astigmatism.



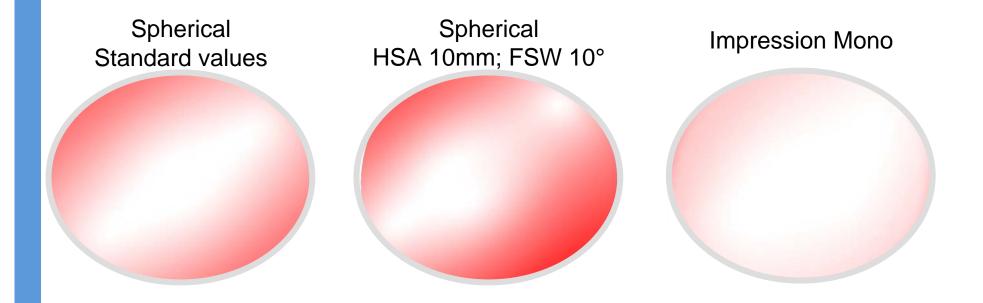


Cylinder powers always cause oblique astigmatism.

Standard values for the position of the frame.



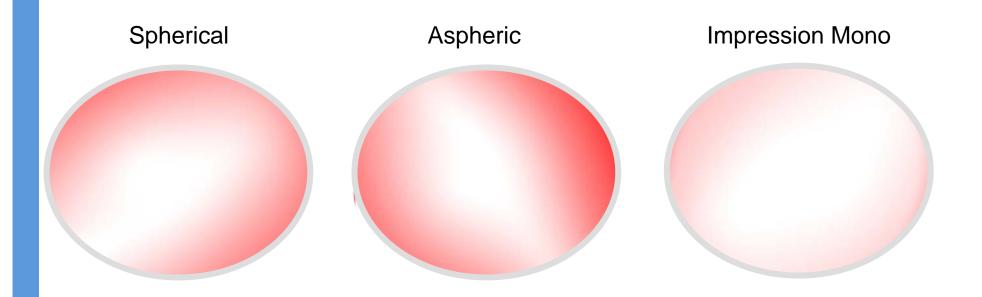
Sph +3.00 Cyl 1.50 A 35°



Oblique astigmatism caused by cylinder powers and deviating frame position.



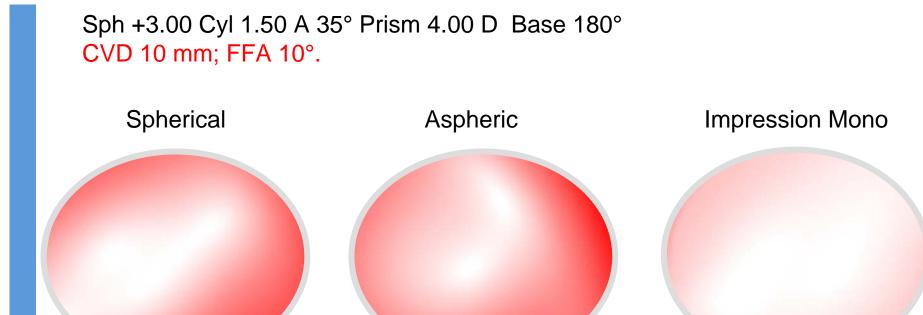
Sph +3.00 Cyl 1.50 A 35° Prism 4.00 D Base 180°



Oblique astigmatism caused by cylinder powers and prismatic prescription.

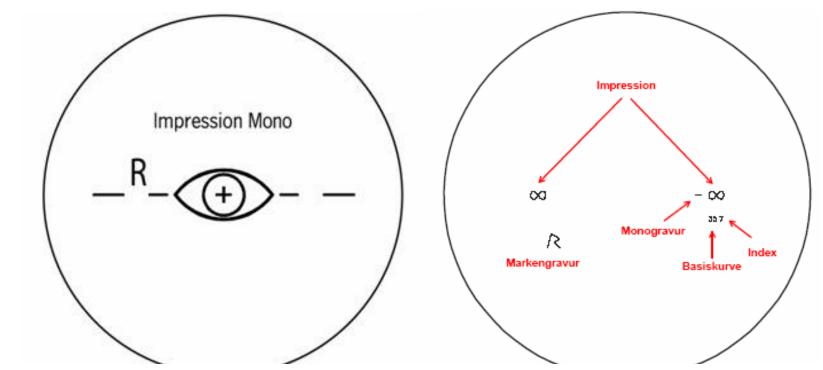
Standard values for frame position.





Oblique astigmatism caused by cylinder powers and prismatic prescription and deviating frame position.





The first SV lens with micro engravings.

Simple locating of prismatic powers and cylinder axes if lenses are not mounted in the frame.

Prismatic lenses need a correction in centration of 0,25 mm per prism D opposite to the prism base.





Impression Mono -

The worldwide first individual SV lens

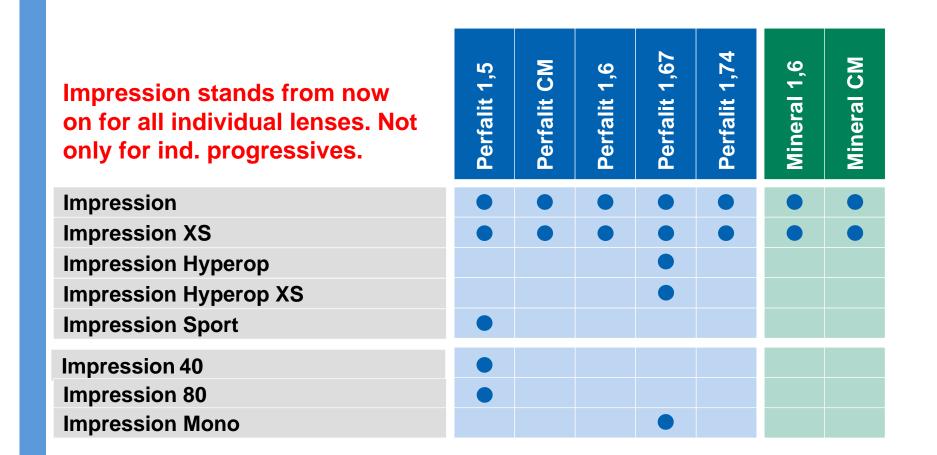
For wearers –

who do not like compromises.who have high expectations in performance.who prefer individuality.who want to afford it.

There is no alternative -

upon higher cylinder powers. upon prismatic prescriptions. upon high plus and minus powers. upon deviating face form angles.









•

Impression 40, Impression 80

The world wide first individual near lenses.





The world wide first individual optimized near lenses.

With variable degression contingent upon the addition.

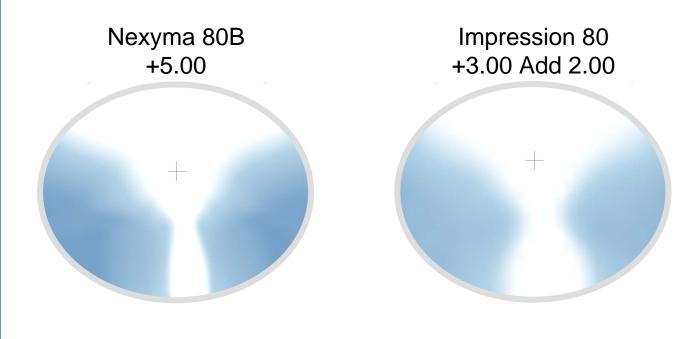
Optimized with the individual parameters.

PT; FFA and CVD through a progressive, atoric free form surface.

Like Impression progressives!



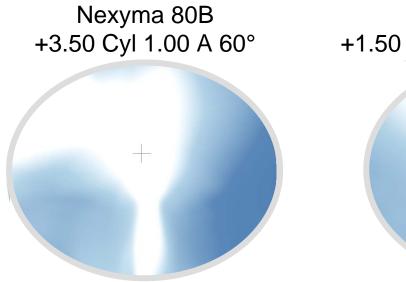
Visual acuity. CVD 13mm PT 7° FFA 5° standard values





Impression 80

VA CVD 10mm PT 8° FFA 0°



Impression 80 +1.50 Cyl 1.00 A 60° Add 2.00



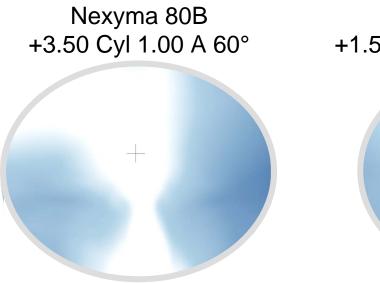


Impression 80



Impression 80

VA CVD 20mm PT 8° FFA 0°



Impression 80 +1.50 Cyl 1.00 A 60° Add 2.00

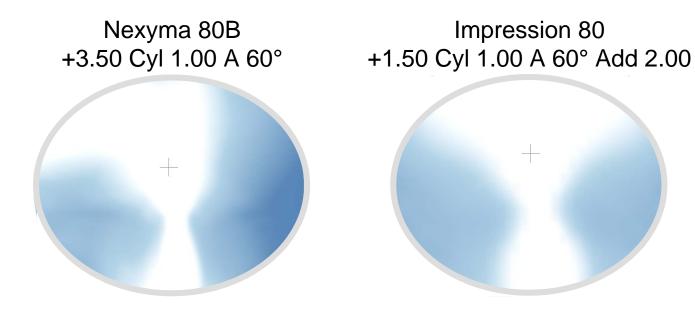




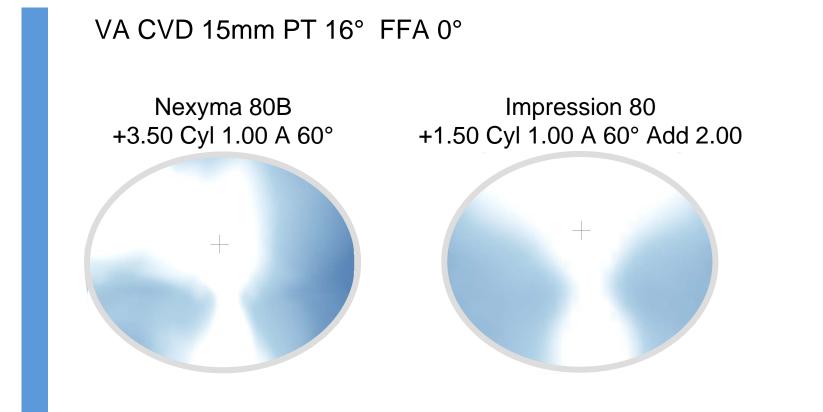
VA CVD 15mm PT 0° FFA 0° Nexyma 80B +3.50 Cyl 1.00 A 60° +1.50 Cyl 1.00 A 60° Add 2.00



VA CVD 15mm PT 8° FFA 0°





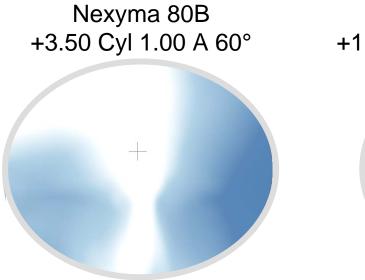




VA CVD 15mm PT 8° FFA 0° Nexyma 80B +3.50 Cyl 1.00 A 60° +



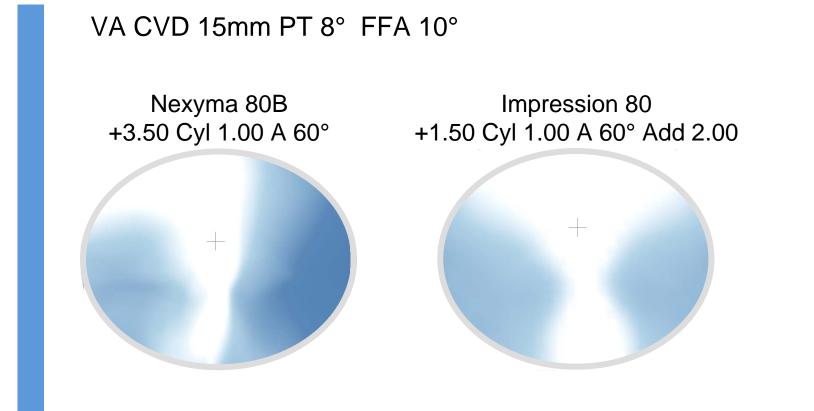
VA CVD 15mm PT 8° FFA 5°



Impression 80 +1.50 Cyl 1.00 A 60° Add 2.00







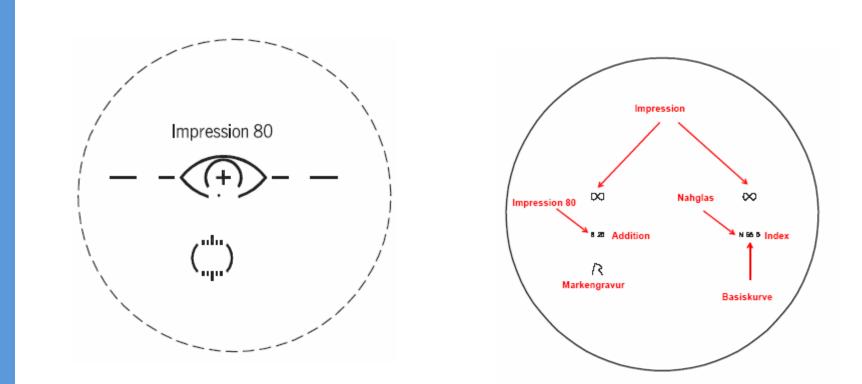


VA CVD 10mm PT 0° FFA 5° Nexyma 80B +3.50 Cyl 1.00 A 60° +1.50 Cyl 1.00 A 60°



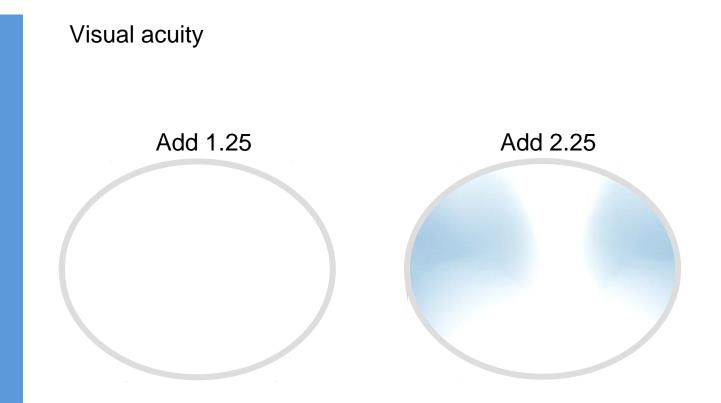
+1.50 Cyl 1.00 A 60° Add 2.00

Impression 80



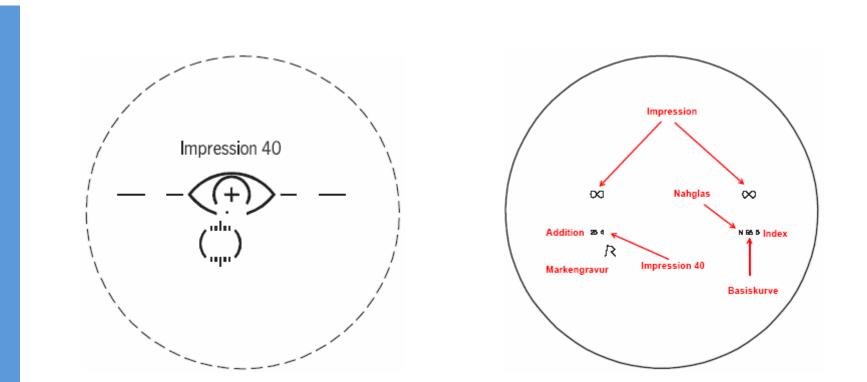
Fitting and ordering exactly like a Impression progressive.

Impression 40



All far vision powers are optimized with individual parameters.

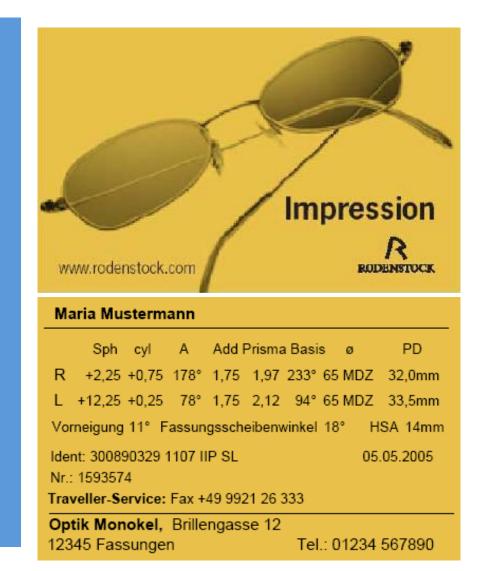
Impression 40



Fitting and ordering exactly like a Impression progressive.



Product supplement for all Impression lenses



The name of the customer can be printed by Rodenstock.

Please advise the optician that he has to transfer the name of the customer by fax or other IT devices.



Product supplement for all Impression Lenses

Markenzertifikat Impression von Rodenstock

Herzlichen Glückwunsch.

Sie haben sich für individuelle Impression Brillengläser entschieden. Damit haben Sie bestmögliche Sehqualität und Tragekomfort erworben. Erreicht wird dies durch die Berücksichtigung des individuellen Sitzes Ihrer neuen Brille in Ihrem Gesicht. Ihre individuellen Werte finden Sie auf der beiliegenden ImpressionCard.



Auf folgende kostenfreie Serviceleistungen haben Sie als Inhaber/in der ImpressionCard Anspruch:

Die Brillenglas-Versicherung

Ihre Brillengläser sind 12 Monate ab Ausstellungsdatum der ImpressionCard gegen Beschädigung, Bruch oder Diebstahl versichert. Im Schadensfall wenden Sie sich an Ihren Augenoptiker, und Sie bezahlen nur 50 % des Kaufpreises der neuen Gläser. Bitte beachten Sie, dass für Ihre Fassung leider kein Versicherungsschutz möglich ist.

Bitte beachten Sie die beiliegenden Versicherungsbedingungen.

Der weltweite Traveller-Service

Sollte Ihre Brille bei einem Auslandsaufenthalt beschädigt werden oder verloren gehen, melden Sie dies einfach unserer Traveller-Hotline. Die Fax-Nummer dazu finden Sie auf Ihrer ImpressionCard. Sie bekommen in kurzer Zeit ein Brillen-Notset an Ihren Aufenthaltsort geliefert. Wieder zu Hause, tauschen Sie dieses einfach bei Ihrem Augenoptiker gegen Ihre neue bzw. reparierte Brille ein.

Die Verträglichkeitsgarantie

Falls Sie sich trotz angemessener Tragezeit nicht an Ihre Impression Gläser gewöhnen, erhalten Sie innerhalb von 6 Monaten kostenfrei ein anderes geeignetes Gläserpaar mit den gleichen Werten. Auf einen Wertausgleich besteht im Garantiefall kein Anspruch.

Die Qualitätsgarantie

Innerhalb von 24 Monaten nach dem Kauf erhalten Sie bei einem berechtigten Mangel identische Brillengläser als Ersatz.

8 Bei allen Garantien bleiben Ihre Ansprüche aus der gesetzlichen Gewährleistung unberührt.

Ś





Price positioning

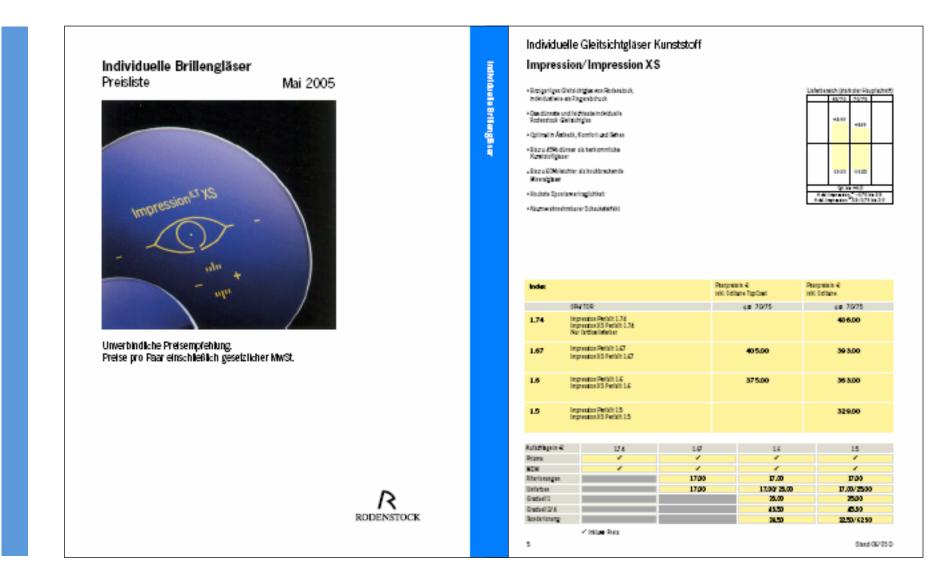
Only one price per product [] Individual Including: prismatic prescription and MDM

Different prices for materials (index). Includes always insurance.

Separate price list.

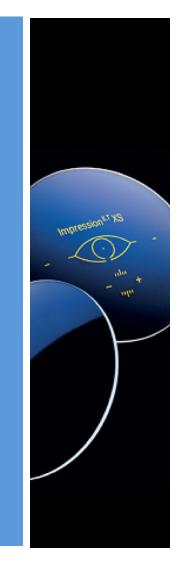


New price list concept for individual lenses



New Centering Cards





To feed into price list.

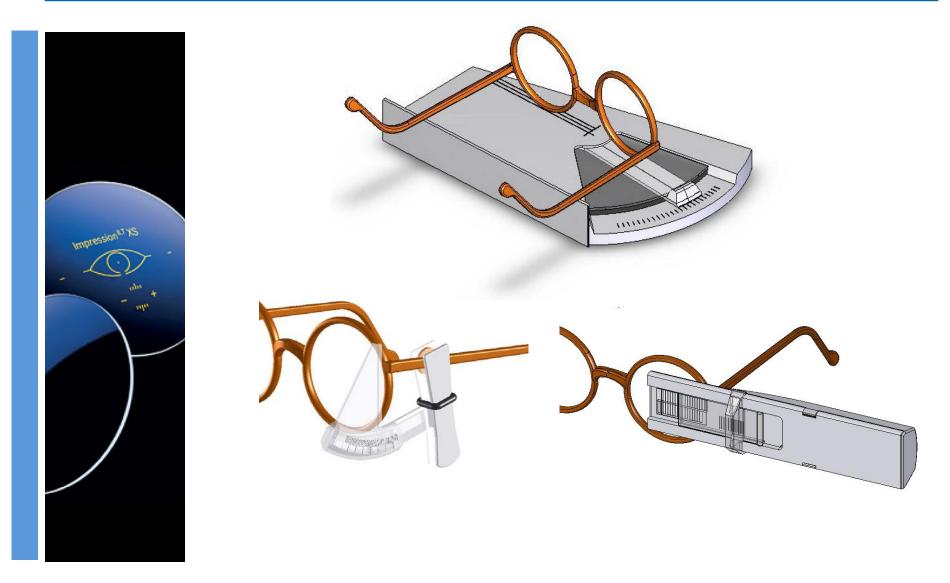
© Rodenstock 2005 • Impression

Manual Measuring Tools

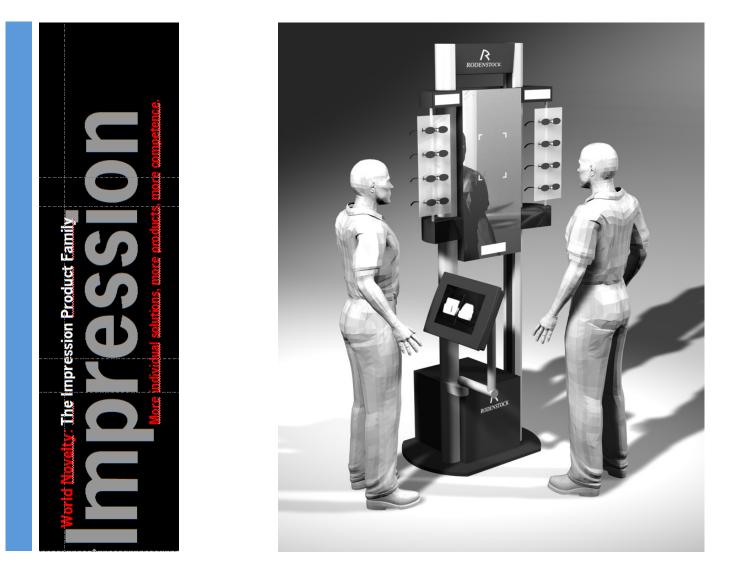


© Rodenstock 2005 • Impression

Manual Measuring Tools



ImpressionIST

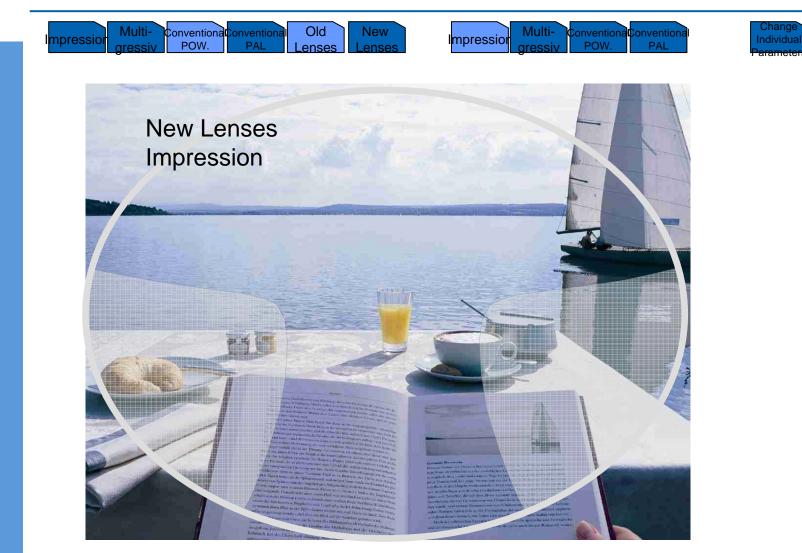


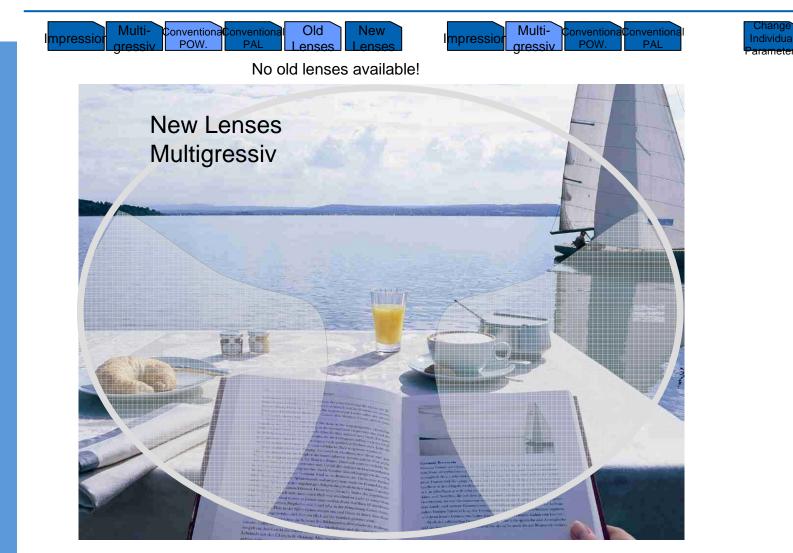


Old Lenses • existing Not existing	New Lenses
Sph -2.00	Sph -2.00
Individual values • existing • Not existing	Individual values
PD -2.00 CVD 1.75 PT 0 FFA	PD -2.00 CVD 1.75 45° PT 0 FFA
Save Values Load Values	Output Screen

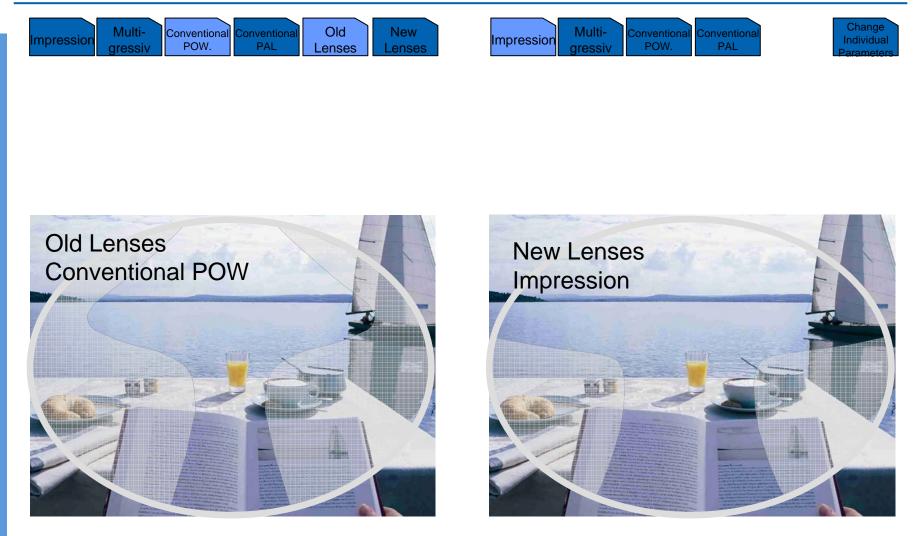
ndividua



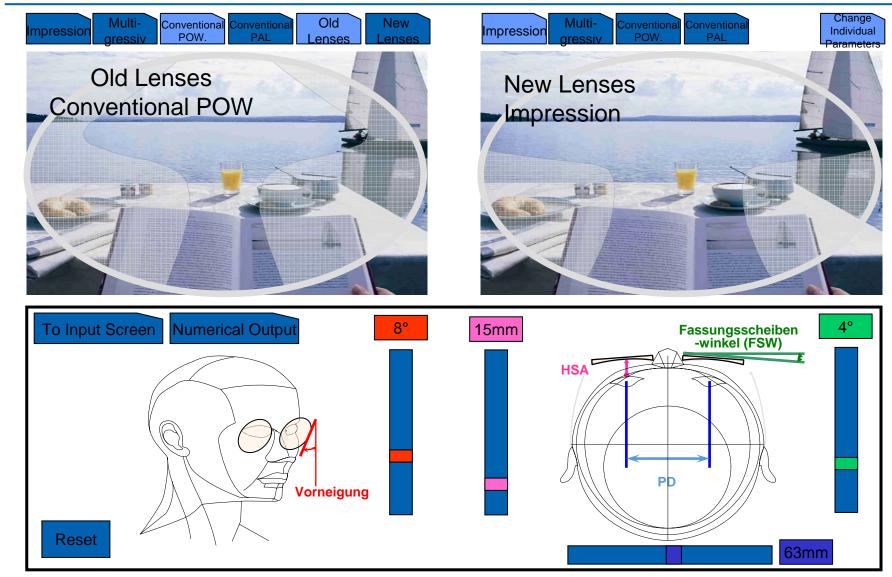




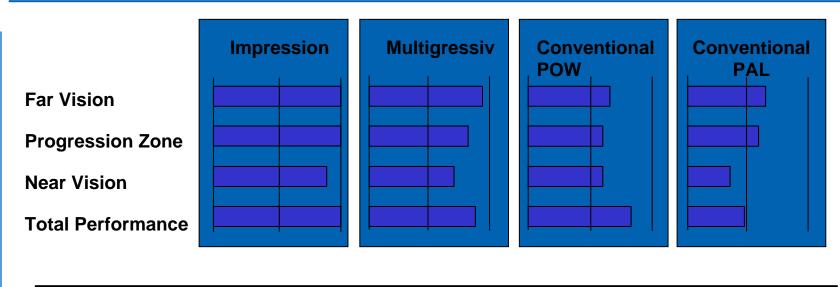


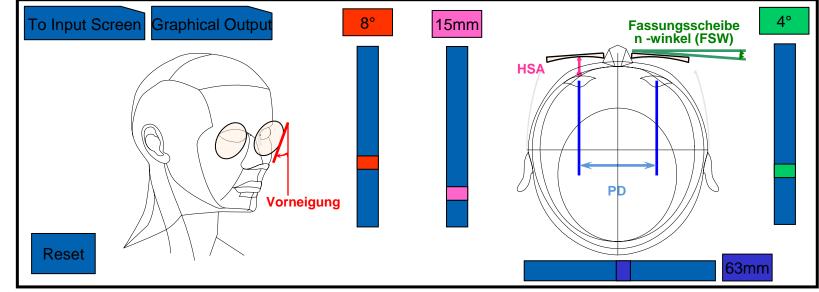




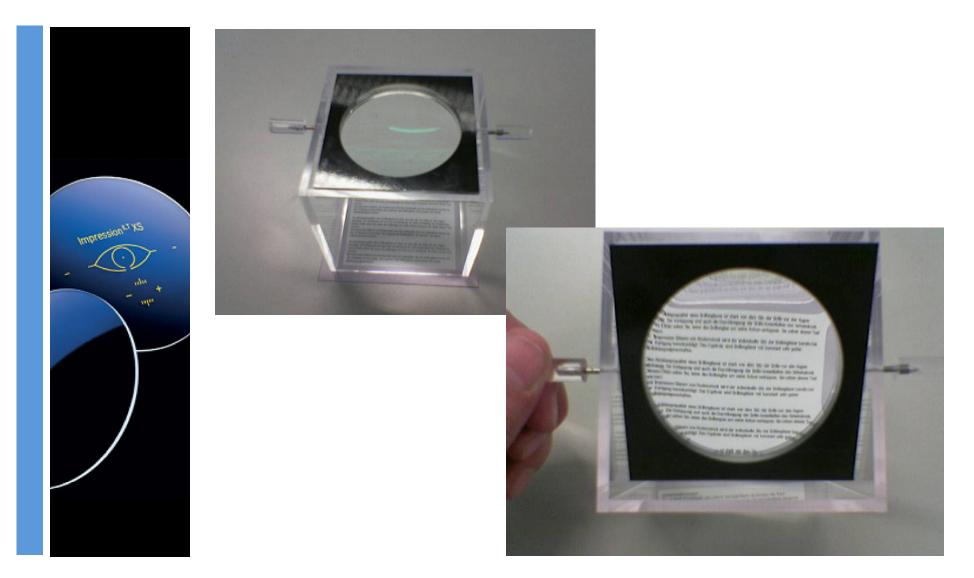








Demo Tool







Every optician outlet (at least one person) which sells Impression lenses will go through a education program (presented by reps).

The outlet/optician gets a certification until mid 2006.

From July 2006 only certificated outlets are allowed sell Impression Lenses.

Tools:

CD for education of the opticians Demo tool Manual measuring tools IT based consulting program Certificate Shop window sticker

Certification of the educated outlets.

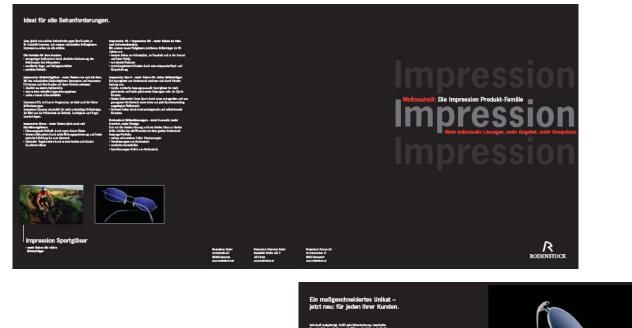




- Urkunde einfügen

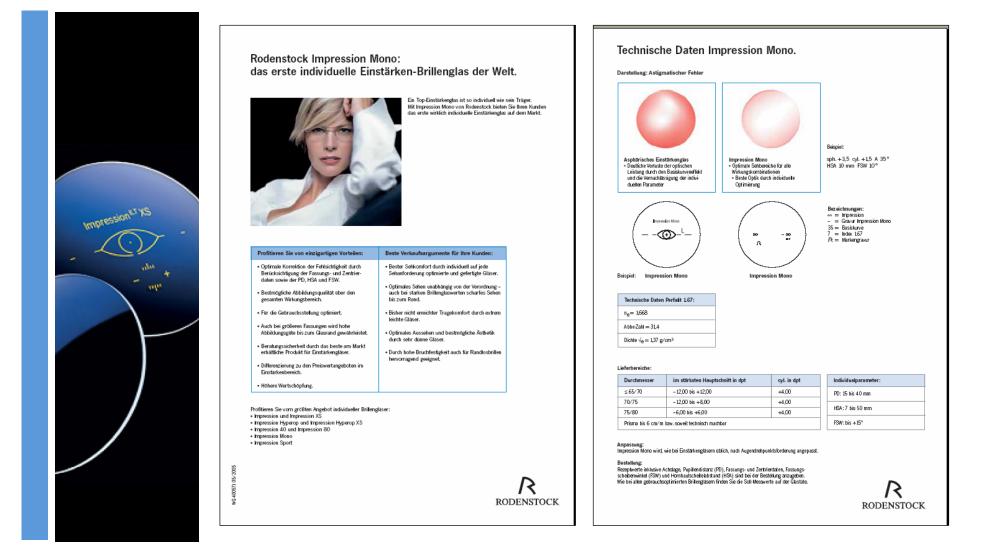
- Aufkleber für das Schaufenster einfügen



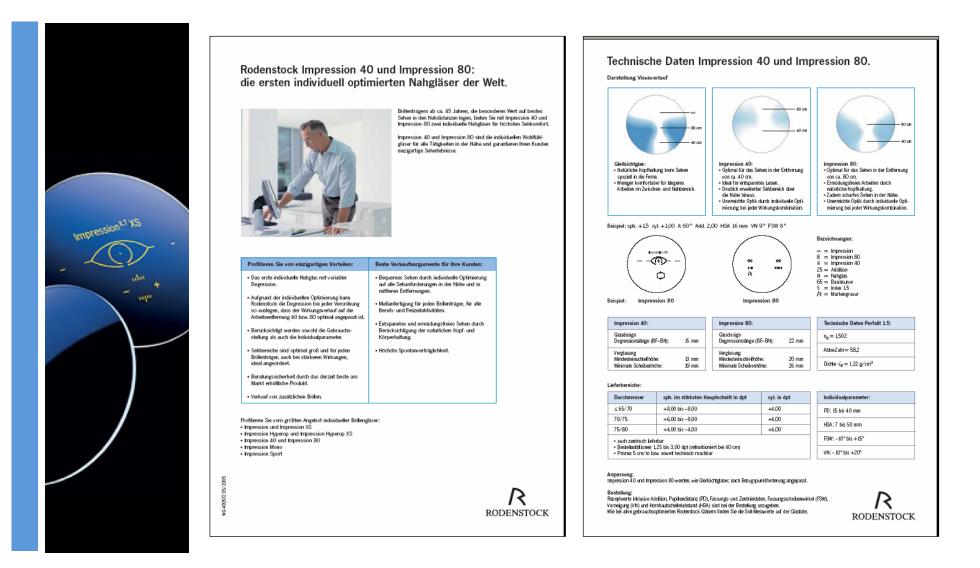




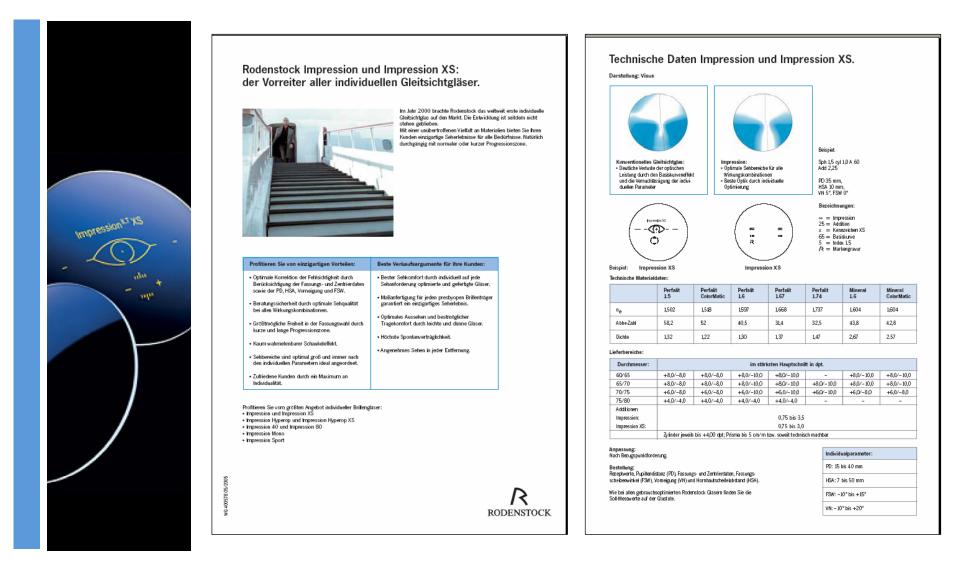




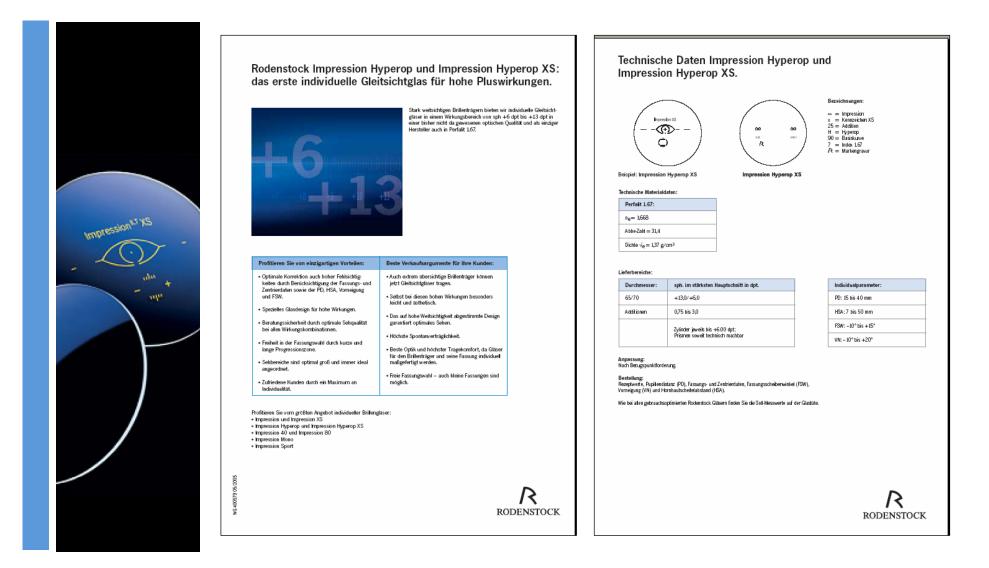




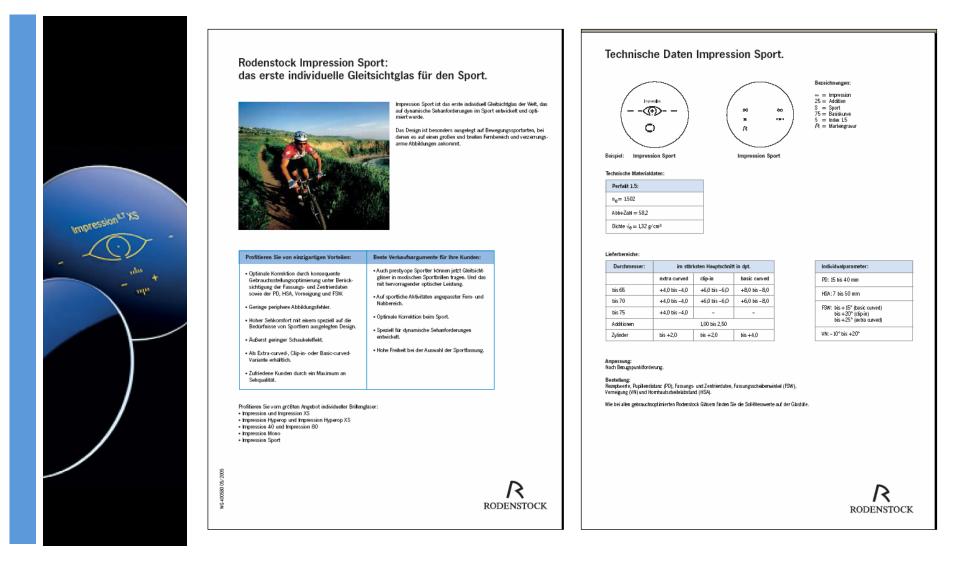












Trade Ad Titel

Sie wollen doch eine Brille und keine Scheuklappen.



Impression von Rodenstock — einfach mehr sehen.

Jetzt neu:

Impression von Rodenstock: Maßgeschneiderte Brillengläser für jede Sehanforderung.

Nur Impression berücksichtigt Ihre individuellen Daten: - die Form Ihres Gesichts Ihren Augenabstand • den Sitz und die Form Ihrer Fassung.

Profitieren Sie in jeder Situation von: einem einzigartigen Seherlebnis

exzellentem Tragekomfort

perfekter Ästhetik.



Mehr Nähe



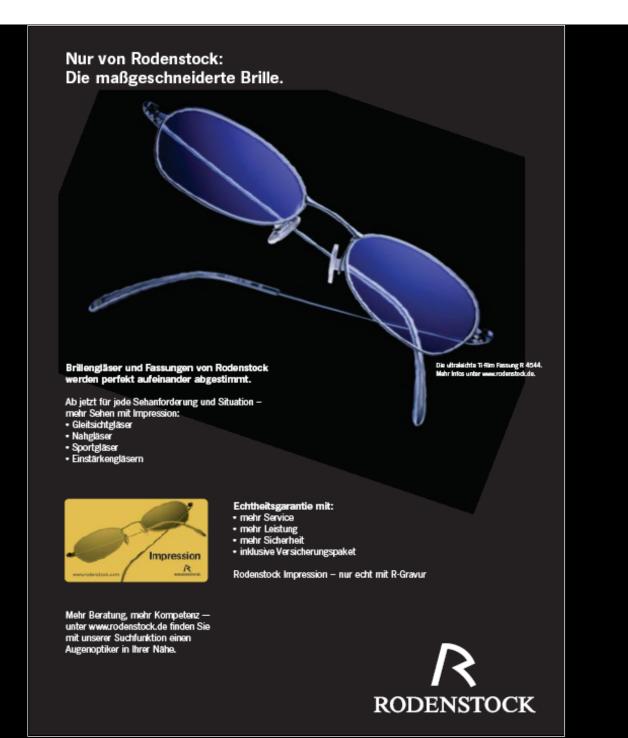


Mehr Links, mehr Rechts Mehr Ferne





Trade Ad Inside







Impression von Rodenstock mehr Freiheit für Ihre Augen.



Shop Window