

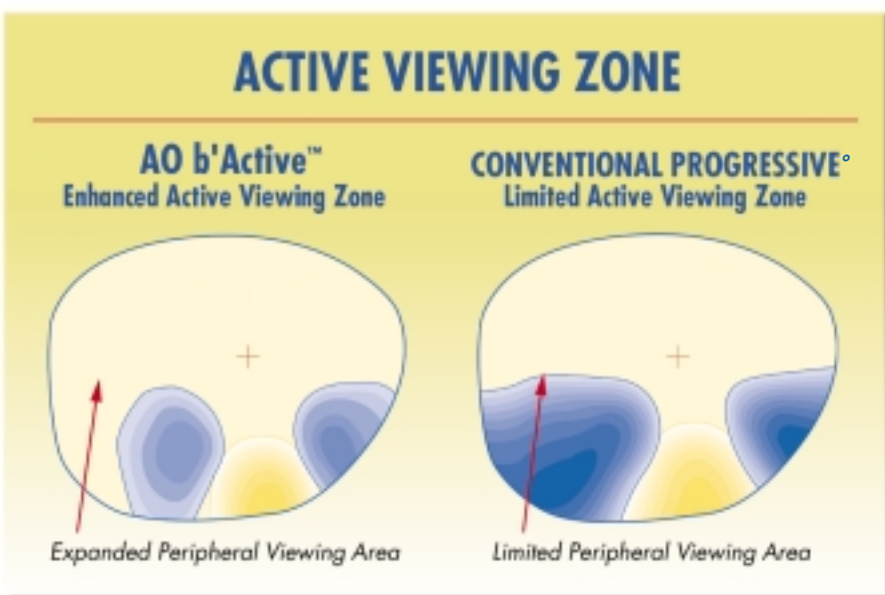


Conventional Progressives Have Their Place, They Just Don't Know How To **b'Active**.

Introducing New AO b'Active™ With A Bigger, Better Active Viewing Zone. For People On The Go.

These days, people are leading active lifestyles in record numbers. But for active presbyopes, conventional progressives meant seeing the world through lenses that couldn't keep up. The Active Viewing Zones weren't big enough and peripheral vision was insufficient.

AO b'Active has changed all of that.



Bigger, Better Active Viewing Zone

The Active Viewing Zone, the area of the lens providing sufficient clarity for active viewing, is larger in AO b'Active than in conventional progressives. The result is enhanced peripheral vision that supplements the wide, clear central viewing area of the lens.

Minimal Skew Distortion

The last thing a wearer needs is a rocking, swimming sensation during activities. The distortion that contributes to the swim associated with conventional progressive lenses, is minimized in AO b'Active, allowing dynamic vision without the "rock and roll".

Patented Smoothing Technique Helps to Create Seamless Vision

Moving from one viewing zone to another has never been easier. For the first time, a progressive lens can offer virtually seamless transition from one visual field to another.

If you want to keep up with the demands of active presbyopes, recommend the first progressive to b'Active. AO b'Active.

AO b'Active™

For People on the Go

* The Active Viewing Zone (AVZ) is the area of the lens providing clarity of vision sufficient for dynamic vision.
° Conventional Progressive is Varilux Comfort®. Varilux Comfort® is a registered trademark of Essilor International.

Frame is scaled with a B dimension of 40 mm.
Contour plot based on plano distance lens with a 2.00 D addition.