

PixelOptics Launches 'Enhanced' Multifocal

By Andrew Karp
Group Editor, Lenses and Technology

LAS VEGAS, Nev.—PixelOptics, a new player in the ophthalmic lens arena, is introducing its first product, an “enhanced” multifocal lens.

The new lens, called atLast!, is being touted by PixelOptics as the first in a new category of multifocals. It incorporates a patented composite lens design technology that provides continuous, wide vision from close-up to five feet away, with a soft power jump when transitioning from distance to far-intermediate. The soft power jump is 70 percent less than that of a bifocal of equivalent add power, according to PixelOptics executives, who unveiled the lens earlier this month at Vision Expo West in Las Vegas.

“The vision care market has successfully transitioned many lined multifocal wearers to progressive lenses over the past 20 years,” said Ronald Blum, OD, who is chairman, president and CEO of the Roanoke, Va.-based company. “But while progressives remain the preferred choice, 17 million pairs of bifocals continue to be dispensed in the U.S. each

year with over 50 million pairs dispensed worldwide. These wearers are completely missing the intermediate range of vision which is where so much of our everyday activities happen. We’re very pleased to recognize this market with an outstanding lens for bifocal wearers who are simply looking for better vision in a lens style they prefer.”

Bill Spies, COO of PixelOptics, added, “In addition to bifocal wearers, we’re confident atLast! will prove an excellent choice for computer users and as a second pair for progressive wearers seeking a lens that better meets the demand for intermediate vision. Whether they’re reading computer screens or playing chess, presbyopes today are seeking enhanced vision in the intermediate range.”

atLast! combines a power gradient with an embedded power segment to provide four zones of clear vision: near, intermediate (18” to 29” away), far-intermediate (29” to 5 feet away) and distance. The lens increases the range of near and intermediate vision by more than 10 times that of a bifocal of comparable add power, so bifocal and trifocal wearers enjoy more areas of clear vision



PixelOptics' atLast! lens combines a power gradient with an embedded power segment to provide bifocal and trifocal wearers with near, intermediate, far-intermediate and distance vision.

overall, according to PixelOptics. The power segment in atLast! is semi-visible when looking through the lens, and nearly invisible to those looking at the wearer, providing a cosmetic benefit for bifocal and trifocal wearers.

According to PixelOptics, atLast! lenses will be available in a family of composite materials that are molecularly bonded to ensure greater strength and structural integrity. Composite materials from PixelOptics use different high-index monomers on each lens surface to maximize the thin and light qualities of the lens while enhancing optical performance.

PixelOptics is beginning a regional rollout of atLast! through major laboratories. ■■