

i.Terminal mobile

NEW HORIZONS

As January approaches, we asked leading lens manufacturers what opticians have to look forward to in 2016.

Centration Data

	PD	X	FH	Seg. Height
R	28.53	21.96	---	---
L	27.54	20.87	---	---
Total	56.07			

	BVD	FrameFit	Diameter
R	13.50	---	55
L	13.50	---	55

Centration Rule: 0

Frame Data

Panto	Wrap	A	B	DBL
10.00	10.00	49.50	25.41	13.00

Zeiss's i.Terminal Mobile.

While on-going issues with political unrest, the threat of terrorism and the economic slow down in China will no doubt have an effect on economic growth in 2016, the UK remains cautiously optimistic with talk of an interest rise at some point during the year. This quietly confident optimism is clearly reflected by manufacturers in the lens sector.

Demands of technology

As the time spent on digital appliances spirals ever upwards, there is a clear move by manufacturers to embrace the opportunities offered by blue light protection. Martin Thompson, Managing Director, Nikon UK, says "2016 is going to be an exciting year for Nikon as we look forward to introducing 'My Nikon World'. We will also see the next generation of e-Life lenses; to accommodate the specific needs of a digital lifestyle complemented with the launch of SeeCoat Blue UV Premium; a coating combining a blue light cut and optimising transparency."



Martin Thompson, Managing Director, Nikon Optical (UK).

Rodenstock's mind is also on digital lifestyle, capitalising on the news that the average user picks up his smart phone 221 times a day. With this in mind targeted products for smart phone users will be key moving forward. To this end, Rodenstock has enhanced its popular single vision lens MonoPlus 2 with a P0.8 version to complement the existing P0.5 version. These lenses provide accommodative assistance for pre presbyopes, resulting in relaxed, fatigue-free vision at near distance for the multimedia lifestyle. Rodenstock Lens Product Manager Debbie Bathgate says: "Rodenstock MonoPlus 2 lenses feel as comfortable as single vision lenses thanks to a slight reading boost of +0.50 or +0.80 dioptres in the lower area of the lens, so seeing is less fatiguing and vision remains fresh for longer."



Rodenstock.

There's also the Rodenstock Solitaire® Protect Balance 2 coating that reflects the artificial blue light emitted by digital devices, without having any negative impact on the natural colour perception for the spectacle wearer or on the visual impression of the lens. Rodenstock MonoPlus 2 lenses with Solitaire® Protect Balance 2 coating aims to promote natural well-being with balanced biorhythms.

Delivering service

Service too will increasingly be an issue for lens manufacturers. For 2016 Shamir UK will pave the way for pioneering advances not only in lenses and technology but will also consider how the company delivers products and services to its customers. "As the age of technology is in full swing, and consumer demands and trends are continuously evolving it is our job to stay ahead of these paradigms, so 2016 will see new technology launched, improved customer care and better support to help establish new and grow existing business through our expanding professional team," says Tanya Storey FBDO, Head of Sales and Professional Services, Shamir UK.



Shamir UK.

Quality & training

Certainly everyone at Quincey Eyewear would agree that service will be integral to success in 2016. "We will continue to work closely with customers to provide lens products that meet both the specialised and lifestyle needs of patients and our technical team will again be on hand to respond to queries on availability and suitability of product. We will continue to provide new solutions for all areas of lens dispensing including the most difficult prescriptions as well as high fashion and eye-protection," says John Quincey Managing Director Quincey Eyewear.



Mark Marland, Sales Director, Optimum RX Lens Specialists.

Likewise, RX Lens specialists Optimum has been very busy consolidating its business in readiness for the coming year, with a firm focus on service, quality and training. "For 2016, our customers are going to see and benefit from a lot of changes. We are introducing a new full freeform production line and a new AR coating unit; these two new investments will enable us to produce premium design