



HIGH DEFINITION LENSES

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**AUGEN INTRODUCES EASYFORM® FREE FORM GENERATOR PACKAGE**

San Diego, CA –Augen Optics has launched its patented EasyForm® Integrated Digital Free Form Processing System, an all-inclusive equipment package that gives laboratories a way to compete in free form for a modest investment. The proprietary system includes the Augen EasyForm® FF-V3 Digital Surfacing Generator, Augen FF-SB Speed Blocker, Augen FF-2LP Digital Free Form Polisher, and Augen LFL 2020™ Laser Engraving System with adjustment mount and semi-visible imprint applicator. In addition, the package includes Augen Lens Design Software, giving laboratories the ability to produce free form Augen HDRx™ Trinity Progressives and HD Single Vision lenses onsite.

The EasyForm system produces both conventional and free form lenses. In addition to the Augen Optics progressive and single vision lens designs, users can produce any lens design that can be mathematically rendered. Augen offers SV Spherical 1.0 lenses to give labs the capability of producing custom free form products.

According to Garth Curtis, Sales Director for Augen, “We’re very excited about launching our EasyForm system to U.S. laboratories. We use the same system inhouse to produce free form lenses for laboratory customers and have successfully installed 31 EasyForm systems worldwide. EasyForm is proving to be a significant advantage for laboratories seeking a turnkey entry into free form. Our entire system costs about 30% less than comparable packages, yet provides remarkable performance, efficiency and output. We think the EasyForm system excels in giving laboratories maximum flexibility in meeting customer demand.”

The EasyForm® multi-axis computerized generator is a lightweight, quiet and efficient unit that fits easily into any laboratory environment with its small footprint of less than four square feet. The “plug and play” processor produces exceptionally clear and smooth lens surfaces with consistently high quality output and design precision within 1/100 diopter. The touch-screen monitor is easy to use with large buttons and an intuitive interface. The EasyForm® processor is easy to load, unload and access, increasing overall productivity. System lubricant is recycled during processing for reduced lens waste, easy waste removal, and a cleaner laboratory environment. Average throughput for conventional lenses is 30 pairs per hour, while non-progressive free-form surfaces average 16 pairs per hour and free-form progressive surfaces average 12 pairs per hour.

The patented Augen FF-SB Speed Blocker integrates precise heat control and machined blocks with minimal alloy to reduce the amount of heat introduced to the lens substrate. No cool down time is required prior to generator use. Color-coded blocks make for easier block selection, while highly accurate surface geometry ensures no measurable curve deviation after blocking.

The Augen FF-2LP Digital Free Form Polisher includes dual independent polishing arms with point source polishing capability for an expanded range. The Augen LFL 2020™ Laser Engraving System is a compact, air-cooled CO<sub>2</sub> laser capable of engraving all kinds of thermo and thermostable plastics, metal, glass, wood and organic materials. The engraver includes a 17” touch screen for easy programming, 70x70mm inscription area, and a geometric figures library.

The Augen EasyForm® Integrated Digital Free Form Processing System includes software for premium Augen High Definition Lenses® with advanced aspheric/double aspheric technology, delivering wide, clear, more natural vision, regardless of Rx. Free form progressive designs include **HDRx Trinity®** 13/17 for general wear, **HDRx Trinity** 8/12 for small frames, and **HDRx Trinity Spacia™** for outdoor and technology activities. Augen HD Single Vision aspheric/double aspheric lens designs are also included. Lens designs are compatible with most lens materials, coatings and treatments.

Purchasers of the EasyForm® system will commit to use Augen lenses for free form production and will pay a minimal “click fee” each time they produce an Augen free form pair. Augen provides installation and technical support services for the EasyForm® system.

For more information about the Augen EasyForm® Integrated Digital Free Form Processing System, call Augen Optics at (866) 284-3611. For information about Augen lens products, call (866) 284-3611 or visit [www.augenoptics.com](http://www.augenoptics.com).

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