



HIGH DEFINITION LENSES

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**AUGEN ENTERS FREE FORM ARENA WITH EQUIPMENT,
LENSES AND LENS/FRAME PACKAGES**

San Diego, CA – Augen Optics has announced a new free form equipment and lens product offering through its new Augen **HDRx™** Free Form Lab, based in San Diego, California. The onsite free form laboratory gives Augen wholesale and retail laboratory partners the opportunity to offer free form products to their customers, including **HDRx** free form progressives and single vision lenses, free form single vision lenses for internal processing, and Augen Air™ turnkey free form lens-and-frame packages.

In addition, Augen Optics is marketing its patented EasyForm® surfacing system, the proprietary equipment used in Augen **HDRx** Lab to produce free form lenses.

According to Garth Curtis, Sales Director for Augen, “We feel our entry into free form is significant as it gives small and medium laboratories a number of ways to distinguish themselves in free form. Augen specializes in high quality, proprietary products available at a reasonable price, and now our customers can partner with Augen to offer individual free form lens pairs, a full lens-and-frame package, or they can purchase our EasyForm™ processing equipment to produce their own free form lenses. We don’t know of another manufacturer making this range of options available with such an outstanding potential return on investment.”

HDRx™ Free Form Lenses

HDRx Trinity® progressives are the same premium lens designs as the Augen High Definition® progressives product line, delivered in a free form configuration. **HDRx** Trinity progressives are available in three distinct designs – **HDRx** Trinity 13/17 for general wear,

HDRx Trinity 8/12 for small frames, and **HDRx Trinity Spacia™** for outdoor and technology activities. **HDRx Trinity** progressives can be ordered in a range of materials including photochromic, polarized and high index. Lenses can be *Optimized* with the design on the back surface, or *Customized* with the design on the front.

Augen also offers free form HD Single Vision Lenses for high-cylinder patients, and SV Spherical 1.0 lenses for producing custom free form progressives onsite.

Augen Air™ Lens & Frame Package

Augen Optics is previewing an affordable, turn-key lens-and-frame solution for eye care practices called Augen Air. The package combines premium Augen High Definition Lens® designs and materials with the Augen Air drill mount frame collection. The package includes Augen **HDRx** progressive and single vision lens designs in Trivex® Clear, NXT® Polarized, Polarized Photochromic and Fixed Tints, as well as 1.67 MR10 Clear. The fashionable frames are available in nine shapes and colors, and the package includes an attractive in-store display.

Augen EasyForm® Free Form Equipment

With over 18 successful installations worldwide, the Augen EasyForm digital surfacing system is proving to be a significant advantage to laboratories seeking a turnkey entry into free form. EasyForm is a full free form processing system, providing the ability to produce free form Augen **HDRx Trinity Progressives** and HD Single Vision lenses onsite. The EasyForm system includes a patented multi-axis computerized surface generator utilizing Augen's premium lens design software. The "plug and play" processing system fits easily into any laboratory environment with its small footprint, and produces exceptionally clear and smooth lens surfaces, both free form and conventional.

For more information about the Augen **HDRx** free form offering, call Augen Optics at (866) 284-3611. For information about conventional lens products by Augen, call (866) 284-3611 or visit www.augenoptics.com.

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