



HIGH DEFINITION LENSES

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AUGEN RE-LAUNCHES TRINITY SPACIA™ PROGRESSIVES FOR TODAY'S PRESBYOPE

SAN DIEGO, CA – Augen Optics has re-launched its Trinity Spacia™ High Definition Progressive Lens with a modified positioning and name. Designed for today's active presbyopes who rely primarily on expansive distance and mid-range vision, Trinity Spacia™ progressives feature a wide, spacious distance area, an extra-wide intermediate corridor, and moderate near vision.

At nine millimeters, the intermediate in the Trinity Spacia lens is wider than most other progressives available and gives wearers ample room for the technology activities that are so prevalent today. The distance vision in Trinity Spacia is also exceptionally wide and clear, so wearers can take in the full breadth of their environment. According to Augen, these two qualities meet most of the vision needs of contemporary presbyopes, who are more physically active than previous generations and rely continuously on technology devices viewed at mid-range.

Dr. Marco Machado, Founder and CEO of Augen Optics, states, "While we designed Trinity Spacia to address the needs of active presbyopes, we have found that the demand for an expansive mid-range to distance area is even more significant than we realized, not only for those participating in outdoor activities, but also for professionals in a range of industries who are increasingly relying on technology-driven tools."

The U.S. Bureau of Labor Statistics reports that 100 million people in the U.S. spend over 50 percent of their day at a computer. In addition, other studies indicate an increasing trend in tablet, smart phone and ipad usage, which places significant demand on mid-range vision. This, combined with more active outdoor lifestyles for today's presbyopes, dictates a lens design that maximizes distance and mid-range vision, according to Dr. Machado.

Trinity Spacia progressives also include a moderate near zone ideal for intermitten close-up vision tasks, rather than significant reading activities, rounding out the full range of vision offered in progressive lenses.

The re-launch of Trinity Spacia progressives will be featured in a new CE program in the September issue of *20/20* magazine, as well as in full-page ads in trade publications and e-blasts to eye care practitioners.

Trinity Spacia progressive lenses are made with Augen High Definition Lens® aspheric/double aspheric technology, which ensures wide, clear, natural vision for wearers with both low and high cylinder prescriptions. Augen High Definition technology also features flatter base curves for all prescriptions, resulting in better cosmetics.

Trinity Spacia progressives are available in Trivex® material in 3.50D and 5.00D bases and +1.00 to +3.00 add powers. Trinity Spacia lenses are scratch coated and compatible with all hydrophobic, anti-reflective and mirror coatings.

Augen Optics has added the name Trinity to all its High Definition progressive lenses to mark them as a series and designate the premium HD quality of these designs. The full progressive product line from Augen includes Trinity Spacia Progressive, Trinity Progressive 13/17, and Trinity Short Progressive 8/12. (Augen progressive lenses were formerly called Centurion. This name has been dropped from their product line.)

For more information about Trinity Spacia progressives and other Augen lens products, contact Augen Optics at 866-284-3611, visit Augen Booth #LP5049 at Vision Expo West/OLA in Las Vegas, or visit the Augen website at www.augenoptics.com.

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