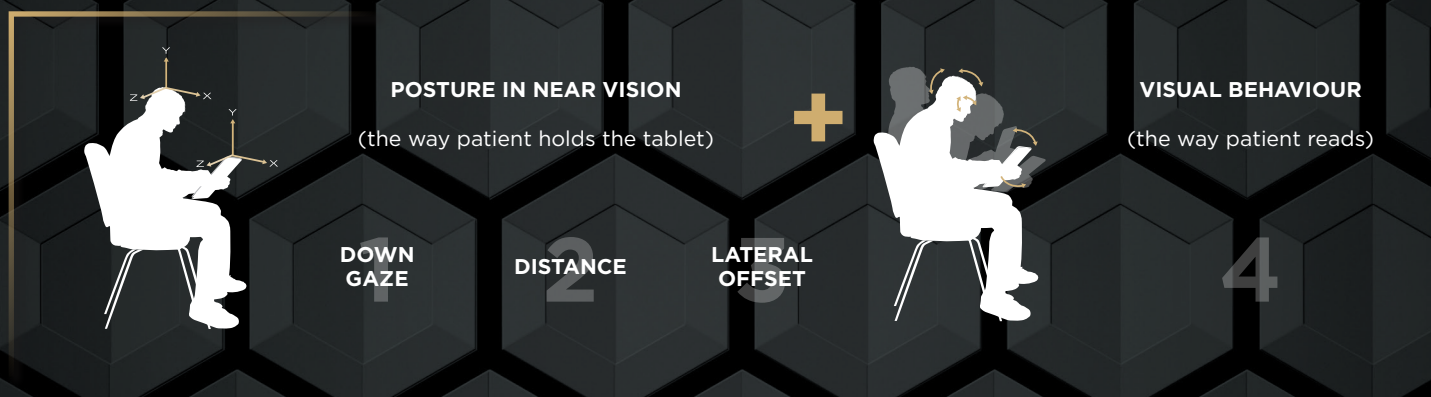


PERSONALISATION: NEAR VISION BEHAVIOUR

Each patient behaves differently while performing near vision tasks; these involve a whole body postural response.

NEAR VISION BEHAVIOUR IS A 4-IN-1 MEASURE COMBINING POSTURAL AND VISUAL BEHAVIOUR IN NEAR VISION.

Near Vision Behaviour (NVB) is the first measurement to track how presbyopes use their near vision. Using a simulated reading task on a tablet, NVB finds the wearer's unique visual behaviour and posture.



Knowing a presbyope's behaviour at near is key to provide them with:

- The best possible vision
- The most comfortable posture

Key benefits to your patients:

- Vision is more fluid and increases ease of use
- Ensures the highest match with every wearer's visual needs at arm's length, regardless of their posture and visual behaviour
- Provides a positive, intuitive and meaningful in-practice experience
- Reassurance through innovative and immersive tools

The NVB output:

- An encoded result (7 alphanumeric characters)
- Displayed in a colour coded block
- Encoded for privacy security and accuracy



THE VARILUX® X APP

The current issue

Patients do not always feel that measurements taken at the practice reflect their natural posture. They **sit up straighter, feel forced** and **don't feel comfortable**.

How the Varilux® X App addresses this:

- ✓ Measurement is performed while sitting in a comfortable posture while wearing their new frame (no Rx lenses required)⁽²⁾
- ✓ Simulates a real life reading task
- ✓ Uses an intuitive, short and easy protocol
- ✓ Settings available to make the patient feel comfortable (practice test and speed adjustment)

The patient's in-practice experience

Beyond product performance, the modern presbyope expects more from their in-practice optical experience⁽¹⁾.

- Expert advice
- High quality service
- Smooth in-practice experience
- Understanding what they are purchasing



Varilux X Series with NVB ENGRAVINGS AND MARKINGS

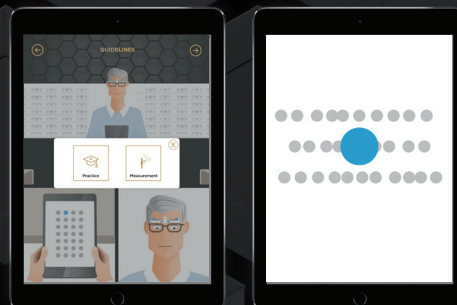
Product	Temporal Engraving	Nasal Engraving
VARILUX X track fit	F AAAA	✓ M
VARILUX Xclusive 4D	4D AAAA	✓ M

How it works

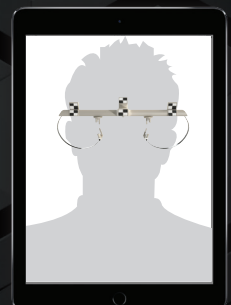
HOMEPAGE & CUSTOMER FILE CREATION



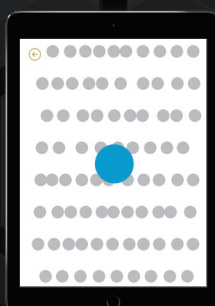
GUIDELINES & PRACTICE TEST



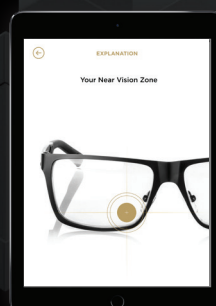
FAR DISTANCE REFERENCE



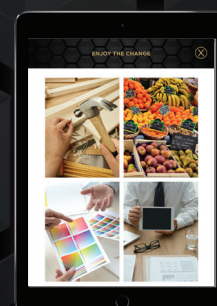
NVB MEASURE



BENEFIT EXPLANATION



VISUAL EFFECTS SIMULATION



(1) Source: Fred Cavazza, Experience is the new black (2016) (2) The task has been designed so that anyone, even without prescription, can perform it (-10D/+7.5D).
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