

# GET TO KNOW YOUR ASCEND **DIGITAL LENS** PORTFOLIO

LENSMATTERS

Launch your practice to greater heights.



## High performance

Lens technology that matches or exceeds popular lens brands.



## Satisfied patients









Fast turnarounds and fewer re-dos keep patients coming back.



## Healthier margins

Pocket more of your profit. Invest in yourself, not your competitors.

### PROGRESSIVE LENSES

		UNLIMITED	MOD2	G PAL
		Premium	Mid-range	Entry level
	Precise, accurate vision at all distances	✓	✓	✓
	Wide choice of materials and treatments	✓	✓	✓
	Expanded fields of view	✓	✓	
	Faster adaptation	✓	✓	
	Suitable for large or wrap frames	✓	✓	
	Fully customizable to each patient	✓	✓	
	Exceptional clarity and agile focus	✓		
	Stable, natural vision even on the move	✓		

ABB's Ascend digital lens designs incorporate advanced technology to improve the wearer's visual experience. Each design is processed in our labs to the highest quality standards.

## Unlimited PAL | Our most advanced progressive lens

### Direct Light Tracing

Direct Light Tracing (DLT) takes a revolutionary approach to personalizing the lens for each wearer. DLT factors in **the eye's own natural focusing ability** when calculating the optimal lens design. This allows the power at every point on the lens surface to be precisely adjusted for peak visual performance.

- **Greatly expanded** fields of view
- **Exceptional sharpness** and clarity of vision
- **Effortless gaze switching** from near, to mid, to far distance



### Stability Balance Control

Stability Balance Control is a groundbreaking advance in progressive lenses. The technology allows sophisticated control of the lens power to **eliminate the off-balance sensation** frequently reported by progressive lens wearers.

- **More comfortable**, stable and natural vision
- Improved **peripheral vision**
- **Faster adaptation** and fewer non-adapts



## MOD2 PAL | Mid-range personalized progressive lens

### Digital Ray-Path

Digital Ray-Path technology enables ABB Labs to **fine-tune the lens power to enhance visual performance** for each individual wearer. It takes into account both the patient's prescription and frame dimensions.

Additionally, our **Mod2 PAL** can be customized using real position-of-wear measurements (which pinpoint the exact position of the frame on the face). This is especially valuable for high prescriptions and/ or large or wrap frames.

Also available: **MOD PAL**, which uses default values for position-of-wear measurements.



## G PAL | Entry-level digital progressive lens

**G PAL** lenses are processed digitally to ensure quality and accuracy. This entry-level digital technology delivers **improved visual performance**

**compared to conventional lenses** and gives the ECP the freedom to prescribe any material or treatment (AR, photochromic etc).

