

novaeyewear.com



COMPLETE EYEWEAR



NOVA TRENDFREE 2.0



NOVA DELITE



ACTIVE SERIES

#yourpal
#novapal



COMPLETE EYEWEAR



A WORLD OF COMPLETE EYEWEAR SOLUTIONS



LENSES



FRAMES



SUNGLASSES



COMPLETE EYEWEAR



BRAND PROMISE

#visionmeetsfashion
#madeforyou



ULTRA HD CLARITY



DUST & WATER RESISTANT



FILTERS HARMFUL BLUE LIGHT



LIGHTWEIGHT



COMFORTABLE



IMPACT RESISTANT



TRENDY & FASHIONABLE



UV PROTECTION



ANTI-GLARE



PRESCRIPTION LENSES



TRENDY & FASHIONABLE



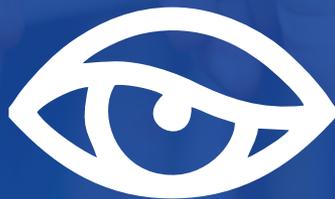


You are ...
ACTIVE @ 40





But do you face difficulties when working in close distance?



Nearly 517 million people have impaired near vision globally

<http://www.who.int/bulletin/volumes>

<0,1
0,1
0,16

Nova as a brand 52 01 67 93 51

0,125
0,2
0,32

is synonymous not only with vision
63 56 98 24 66

0,16
0,25
0,4

correction, but also with fashion. It is redefining
eyewear by providing a wide range of eye-care
66 51 94 53 49

0,2
0,32
0,5

solutions without compromising on style. So, consumers do not
see eyewear as a hindrance, but as a fashionable accessory.
37 55 62 78 41

0,25
0,4
0,63

Vision cannot be isolated now; earlier, lenses were only associated with
vision correction, with focus on functionality and not aesthetics; thus, they did
not provide a holistic solution to consumers who were fashion conscious and
led an active lifestyle.
45 33 92 84 51

0,32
0,5
0,08

Most people lead a dynamic lifestyle these days and handling digital devices and multi-tasking are a given
norm. Consequently, vision correction has now become a prerequisite, and wearers of prescription eyewear
demand high quality vision without compromising on style.
69 37 19 68 02

0,4
0,63
1,0

NOVA Digital lenses offer complete eye-care solutions with a range of PAL and SV lenses which come with advanced
Eyewear has become an accessory. People on the move need thinner and lighter lenses with high quality vision.
lens technology and are high on fashion.
47 50 23 66 93

0,5
0,8
1,25

The latest range from brand Nova is the high-end individualised progressive lens Nova HD, which takes into account the wearer's lifestyle, frame and eye
parameters while producing a personalised lens for every visual need.
Our other current offers include different ranges of progressives like Nova Trendfree 2.0 - the Value Digital PAL lens with wider vision, Nova Plus - Digital PAL
and Digital SV lenses, Nova Tiny - Premium Digital PAL lenses for ultra-short frames, Nova Office - Digital Occupational lens series for enhanced intermediate
vision, and Nova Easy - Digital SV lens designed to give relief from eye-fatigue.
59 58 26 76 13

The numbers approximate to the visual acuity value for reading distances from ■ 25 cm ■ 40 cm ■ 65 cm

Vision problems
can affect your

Active Lifestyle



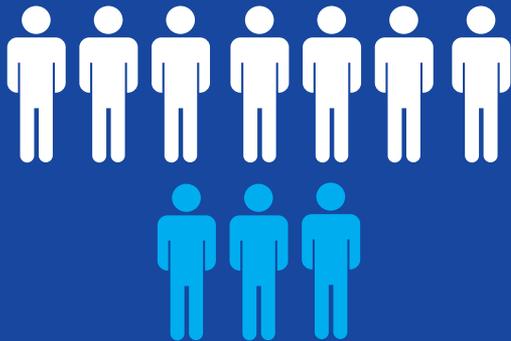
Difficulties in near and
Intermediate can arise after

40



Require more light while reading ?

Printed materials can become less clear because the lens in your eyes become less flexible over time. This makes it harder for your eyes to focus on near objects.

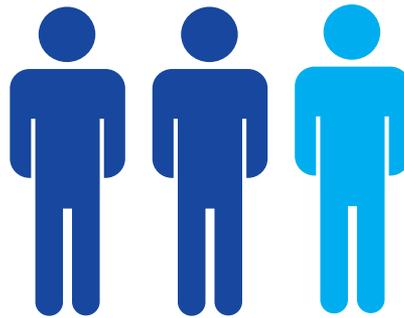


7 OUT OF 10
suffer from Tired Eyes*

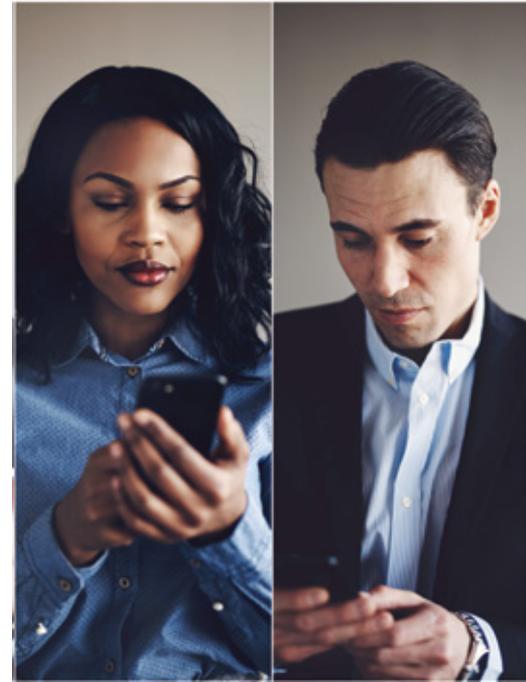
*Consumer Quantitative Study-4024 individuals- US, Fr, Br, CH (Br & CH: online representative) - Ipsos - 2014

DID YOU KNOW?

Digital screens are one of the main causes for Tired Eyes.



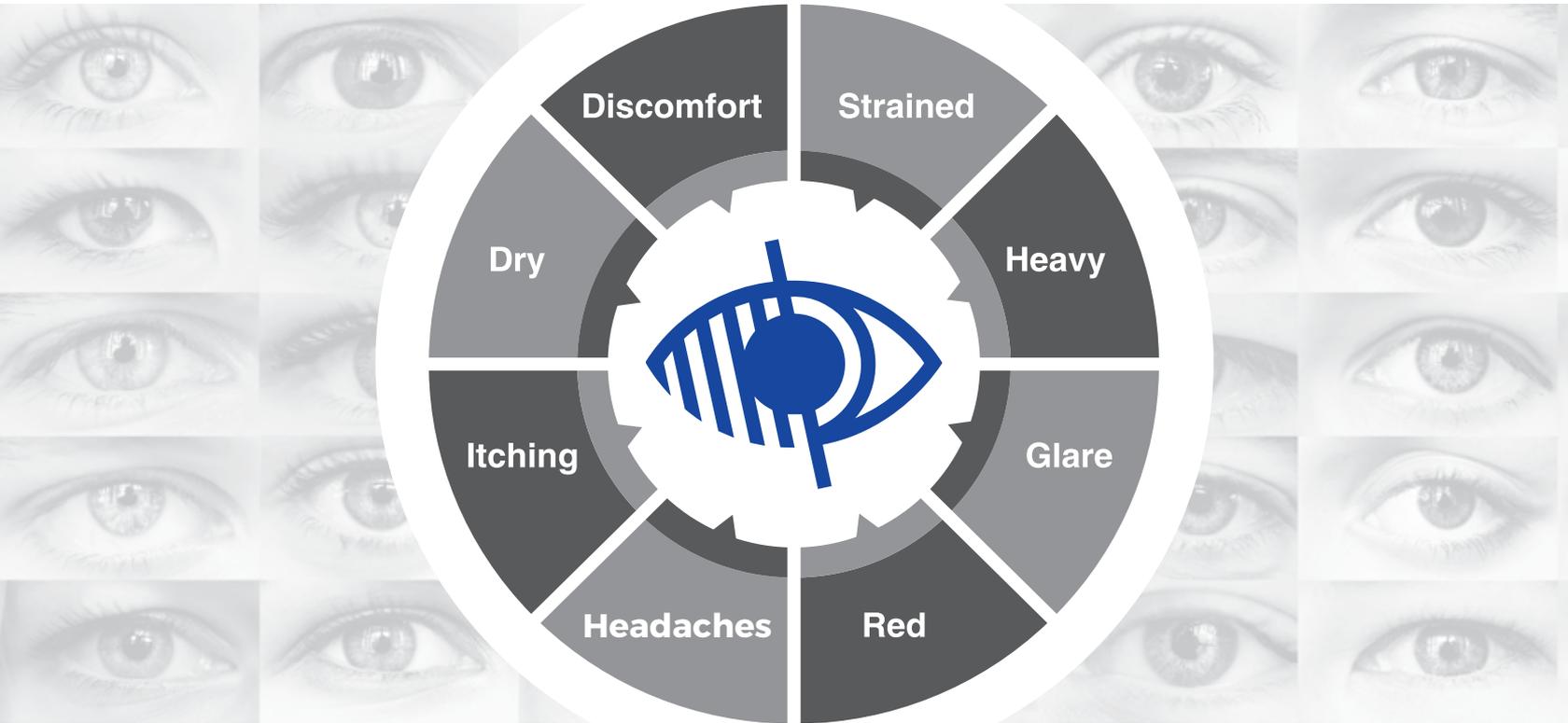
2 OUT OF 3



need extra effort to see
clearly on digital screens*

DID YOU KNOW?

Tired Eyes can be expressed differently across the globe. But the problem is universal.





Trying to find
solutions?



COMPLETE EYEWEAR

NOVA DELITE

Powered by



DIGI CONTOUR
TECHNOLOGY

DIGI-CONTOUR
TECHNOLOGY



BACK SURFACE
ASPHERIC DESIGN



#customised



Digi-Contour Technology has resulted in numerous lens advancements and stands to be one of the most dynamic technological innovations in eyewear industry.

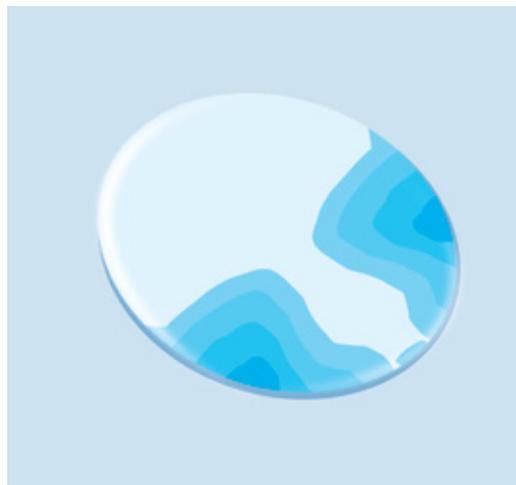
With the help of this technology, wearers can actually receive corrective lenses designed especially to accommodate his/her exact visual requirement.

Contrast rich image with wider fields of vision compared to conventional lenses. Remarkably clear image with insignificant distortion in the peripheral areas due to less astigmatism.



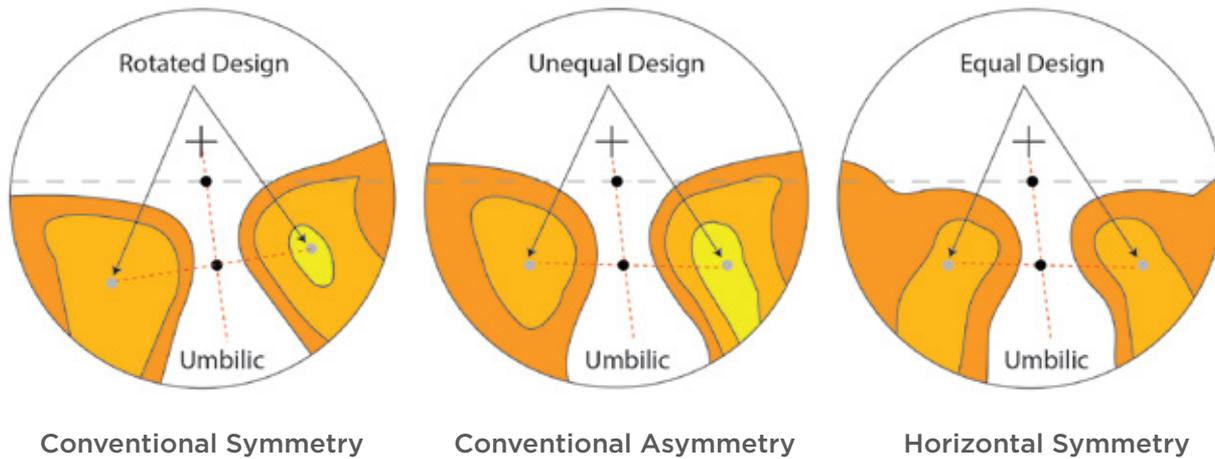
Conventional Technology

+1.50 Ds/+2.50 Dc Axis 180°, N. Add. +2.00 Ds



Digi-Contour Technology

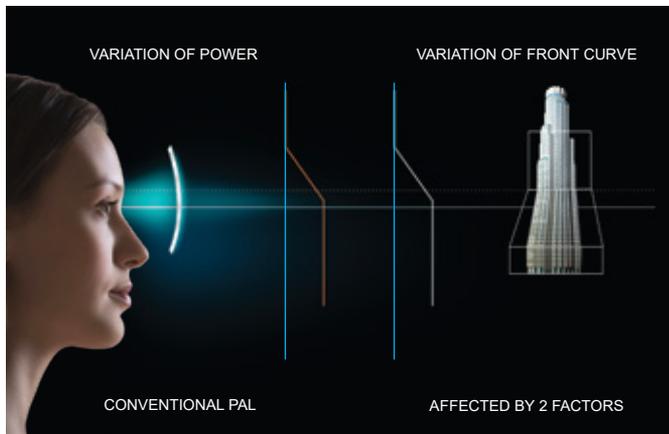
+1.50 Ds/+2.50 Dc Axis 180°, N. Add. +2.00 Ds



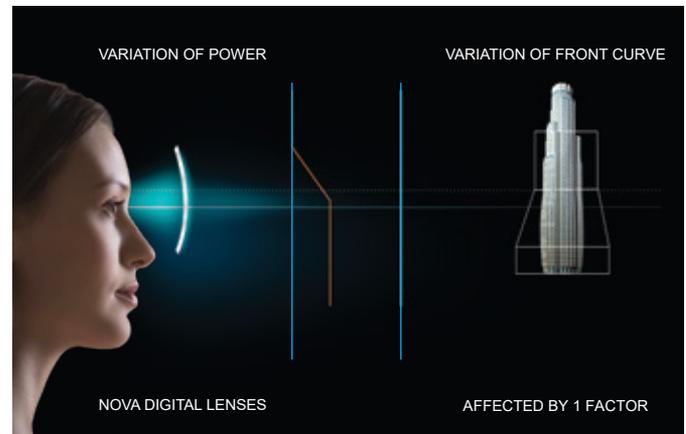
Based on the series of contour plots from various PALs available and by calculating the mean deviations, each design has been produced with region-wise contour plots.

With advanced design calculations, it is possible to adjust the mean deviations of Nova PALs to better acceptable limits with perfect balance of Distance, Intermediate and Near Vision Zones.

Nova Delite lenses are processed using technologically advanced patented 100% BACK SURFACE ASPHERIC DESIGN, to reduce spherical aberrations (image deformation due to spherical power) & ensure better clarity in the peripheral areas of the lens.



Mechanism of Conventional Progressive Lenses



Mechanism of NOVA Progressive Lenses



**KEY HOLE
EFFECT**

#wider field of vision

Closer the design of the lens gets to your eyes, the wider you see.



CONVENTIONAL LENS

Narrow field of vision with Conventional PAL, because of front surface design.

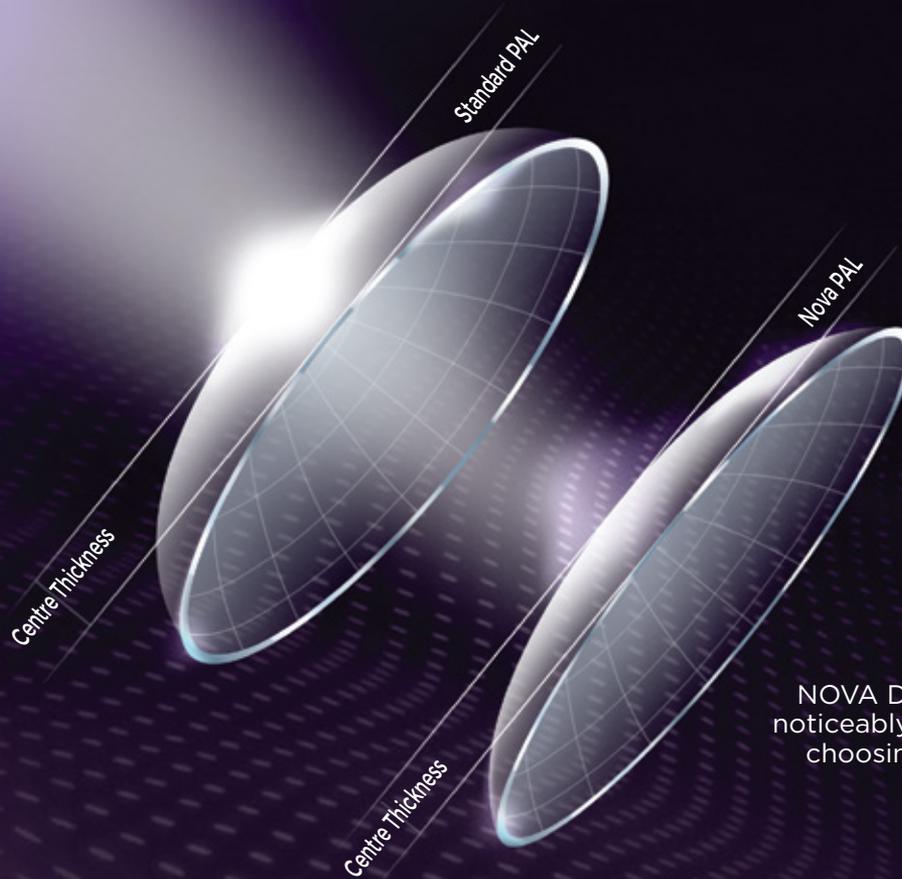


NOVA PAL LENS

Wider field of vision with NOVA Delite, as the design is in the back surface and is closer to the eye.

FLAT BASE CURVE

#better aesthetics



NOVA Delite lenses come with noticeably reduced thickness by choosing Flatter Base Curves.

Conventional lens



Wearer needs to adapt to different visual fields (distance, mid and near)

Nova Delite



- # Wider vision fields
- # Smooth vision at all zones
- # Easy Adaptation
- # Enhanced peripheral vision

Powered by



DIGI-CONTOUR
TECHNOLOGY







COMPLETE EYEWEAR

NOVA TRENDFREE 2.0

Powered by



DIGI CONTOUR
TECHNOLOGY

DIGI-CONTOUR
TECHNOLOGY



MULTI ASPHERIC
TECHNOLOGY



ABERRATION
FILTER SYSTEM

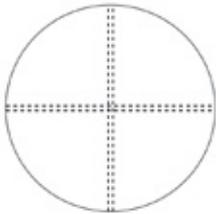


**MULTI ASPHERIC
TECHNOLOGY**

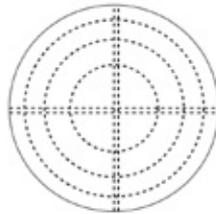
#evolution in vision

NOVA PAL from the sphere to the individual design

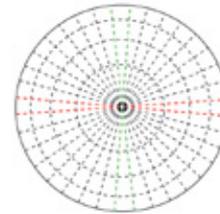
Multi Meridian Processing calculates precisely numerous meridians on the back surface of the lens.



Spheric



Aspheric

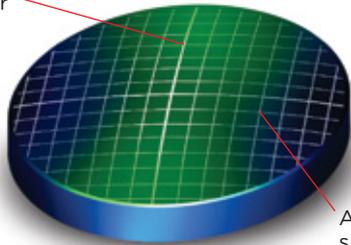


Multi Aspheric



MULTI ASPHERIC TECHNOLOGY

Aspherised for
cylinder power



Aspherised for
sphere power

**Front
sphere**
Equal
curves in all
meridians



**Back
Freeform**
Correct
asphericity
in all meridians

#unrestricted vision

In order to achieve maximum clarity in the peripheral zones of the lens, the spherical and cylindrical power meridians are aspherised.

With Multi Aspheric Technology, it is possible to reduce the distortions associated with both the Spherical and Cylindrical Power elements by using non-rotational symmetrical surface, in which the asphericity varies from meridian to meridian.

It provides unrestricted fields of clear vision.



MULTI ASPHERIC TECHNOLOGY

#natural vision



CONVENTIONAL PAL

Higher levels of aberrations
with smaller vision zones.



NOVA PAL

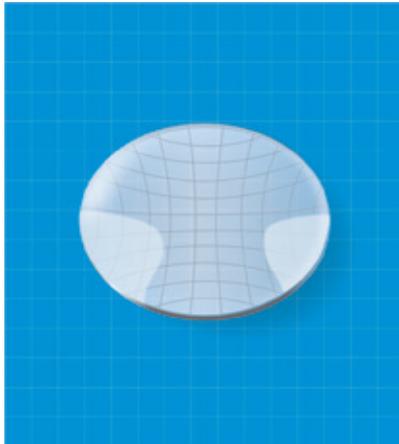
Reduced aberrations with
wider vision zones.



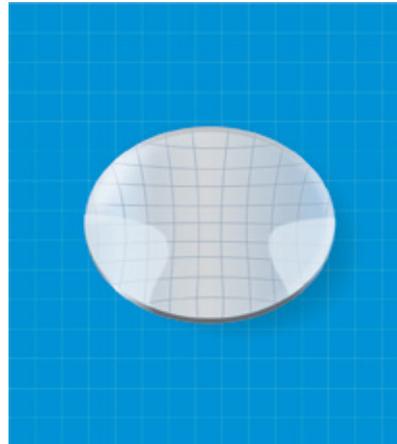
ABERRATION FILTER SYSTEM

#vision clarity

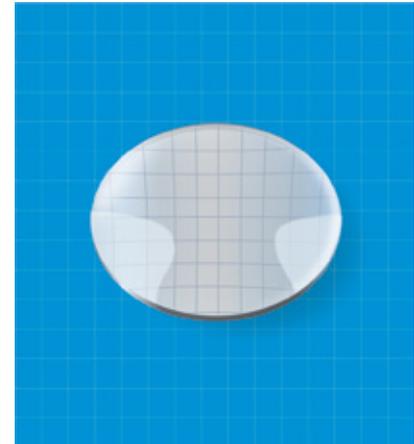
In Aberration Filter System, with high precision optimisation of power characteristics and selective design, aberrations and distortions are greatly reduced.



Spheric Lens



Aspheric Lens



Multi Aspheric Lens



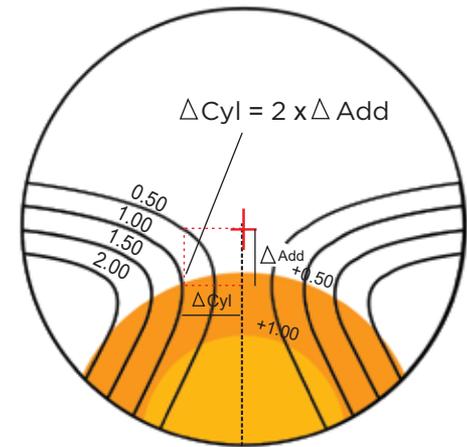
ABERRATION FILTER SYSTEM

#optimised clarity

With the help of Aberration Filter System, it is possible to reduce the oblique aberrations according to the tilt of the lens & also curb down Higher Order Aberrations to a great extent.

It allows much better correction of the oblique and higher order aberrations by controlling the relative curvature changes through creation of arbitrary surfaces as per available scope.

In other words, it is possible to optimise the lens for all gazes, according to the visual requirements of each wearer.





ABERRATION FILTER SYSTEM

#better peripheral vision



CONVENTIONAL PAL

Distortion at the periphery
with conventional PAL.



NOVA PAL

Natural and clear vision at the
periphery with reduced distortions.

Conventional lens



Wearer needs to adapt to different visual fields (distance, mid and near)

Nova Delite



- # Wider visual fields
- # Smooth vision at all zones
- # Easy Adaptation
- # Enhanced peripheral vision

Powered by



DIGI-CONTOUR
TECHNOLOGY



Nova Trendfree 2.0



- # Wider visual fields
- # Smooth transitions between vision zones
- # Smooth Adaptation
- # Enhanced peripheral vision

Powered by



DIGI-CONTOUR
TECHNOLOGY



MULTI ASPHERIC
TECHNOLOGY



ABERRATION
FILTER SYSTEM

