



ENHANCED SAFETY WITH NOVA DRIVE LENSES

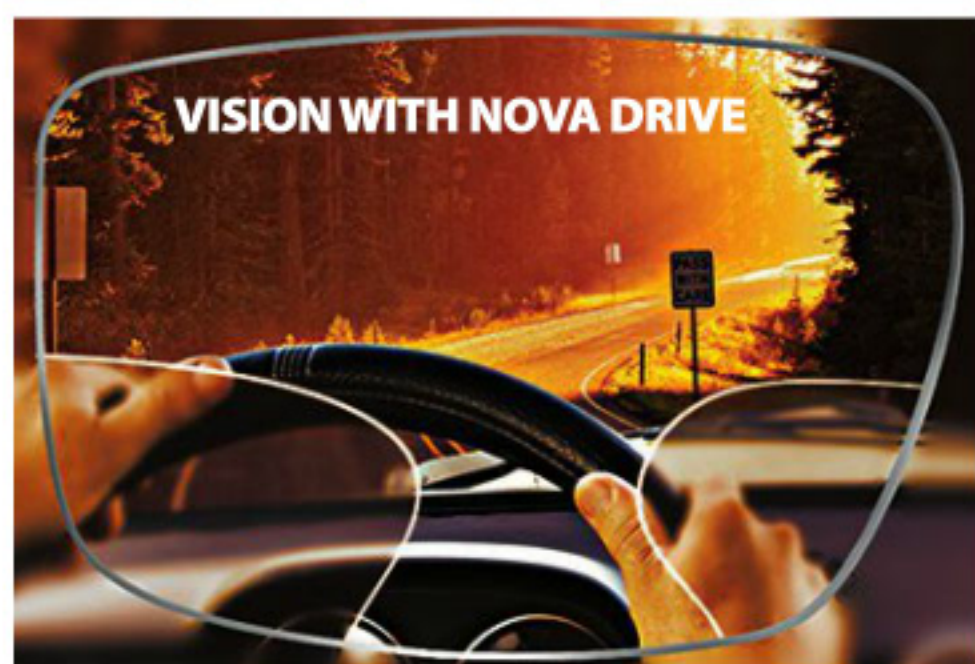
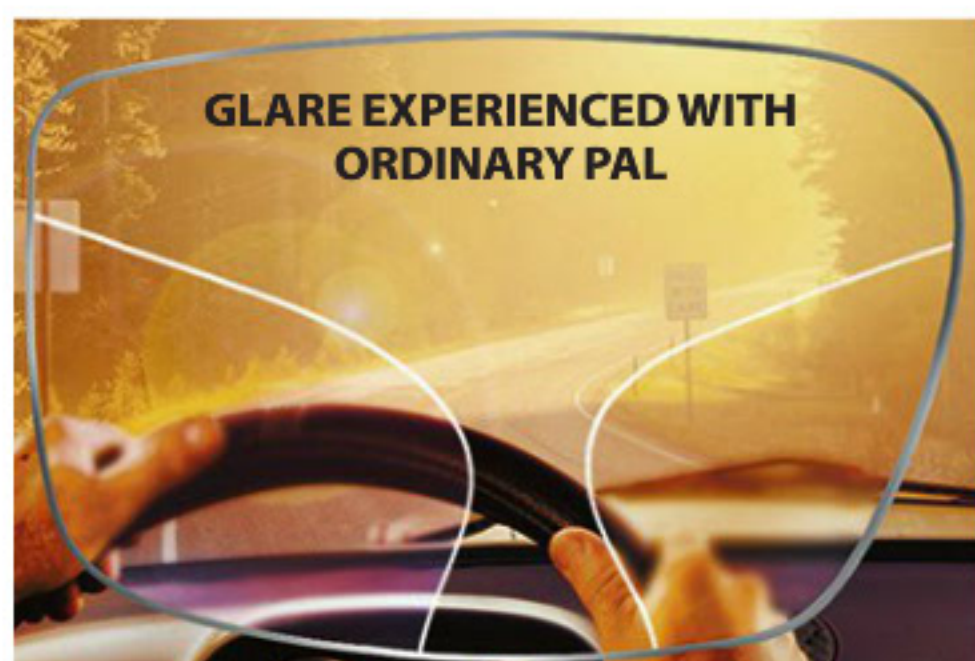
Globally acclaimed brand Nova from the house of Vision Rx Lab is known for its wide range of stylish, and advanced eyewear products that offer optimum vision correction and protection. Their portfolio spans advanced digital lenses, fashionable frames, Rx sunglasses, swimming goggles and safety glasses.

For those behind the wheel, Vision Rx Lab's new Nova Drive lenses are

an ideal choice as these have been designed specifically for driving, taking into account the importance of safe driving and good vision in diverse topography or the changing weather.

Accurate vision of the roads, mirrors and dashboard, better vision in all light conditions 24x7, and reduced reflections at all times, all aid safe driving. While driving, one's attention is divided between the road, the dashboard and rear view

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mirrors. This change in distance and direction of gaze causes visual fatigue. While regular progressive lenses have limited intermediate vision, Nova Drive lenses offer wide fields of intermediate vision and near vision adapted to the interior of the car. These lenses ensure the comfort of clear, panoramic vision with the ease of switching focus between the road, dashboard and mirrors, providing optimal visual fields.

To ensure clear extended fields of distance vision, the top of the lens needs to be free of aberrations and offer a panoramic visual field in the distance zone for an extended field of view of the road. Nova Drive is powered with Panoramic Vision Enhancement Technology (PVET), in which the power profile of the lens

surface is so highly optimised that the aberrations created in the paracentric region of the lenses are curbed down, providing the wearer with an unrestricted view from the right rear view mirror to the left rear view mirror without excessive horizontal head movement.

Powered with Blumax material (in the clear lenses), Nova Drive lenses provide complete protection from UV rays during the day, unlike ordinary lenses that let the rays pass through, and also keep away the harmful blue light emitted from the sun, LED/xenon headlights and digital devices.

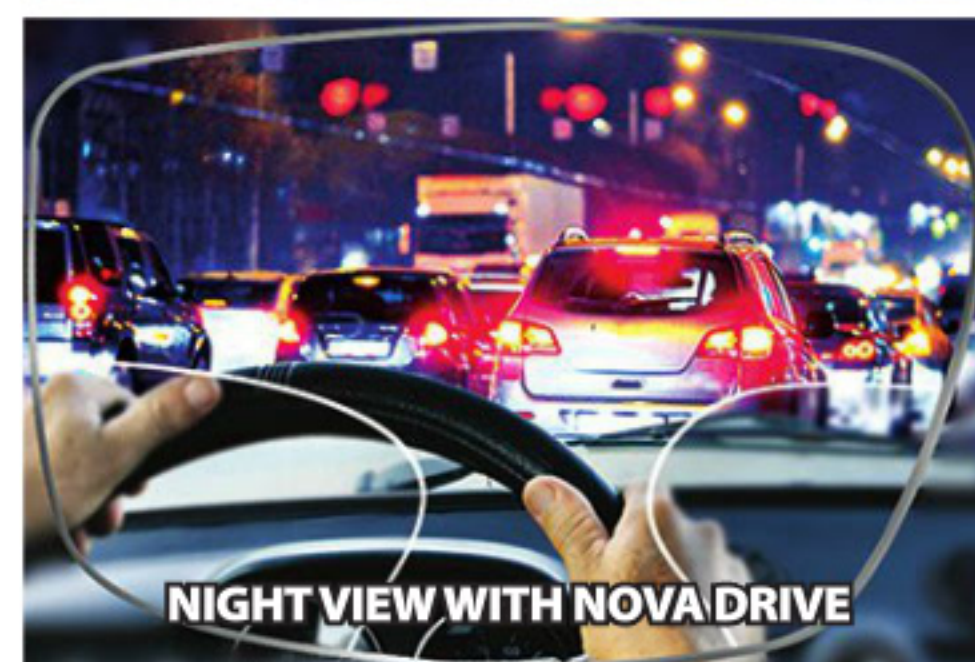
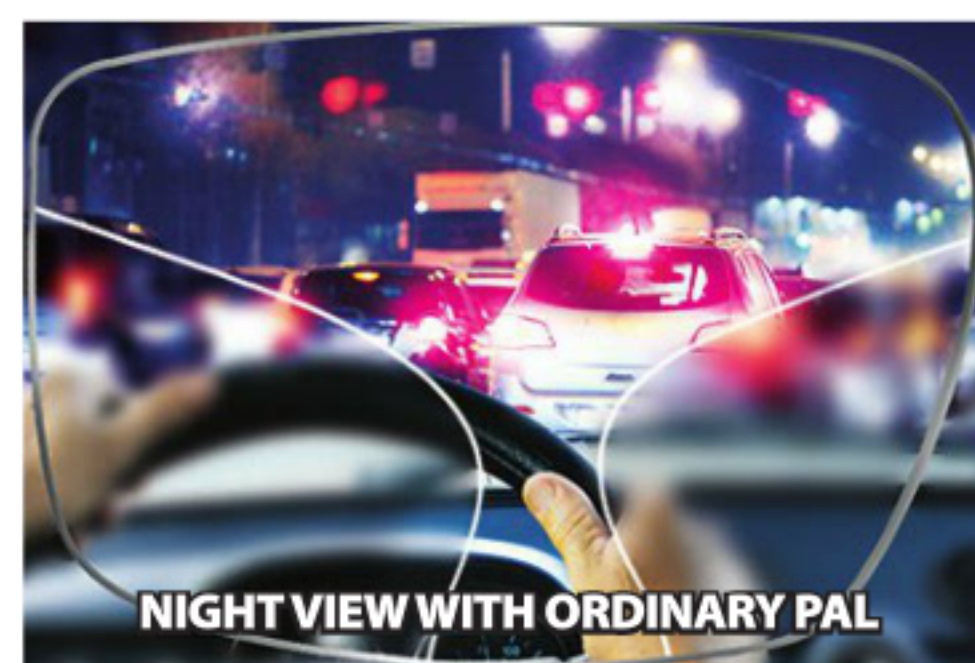
The intense glare from approaching vehicle head lights, streetlights or various reflections in a low light situation or at night creates a temporary 'blackout' and slows down the adaptation time of eyes from light to dark and vice-versa. The pupils of the eye dilate in low light conditions which reduces the depth of focus. The advanced design of these lenses take into account the range of the pupil sizes in different light conditions, including extremely low light, making for better glare control and contrast enhancement in low light.

The lenses are powered with a premium anti-reflective coating, **Satin Aktiv**, whose revolutionary technology deflects a part of the UV rays, high energy visible light and heat generating infra-red rays; it

reduces the blinding effect caused by nightly glares and even direct sunlight glare, far more efficiently; and allows maximal entry of specific light waves which create the best visual sensitivity during the day as well as at night, providing the sharpest possible vision with high contrast round the clock.

The Transitions Xtractive light intelligent lenses provide UV protection, partial HEV protection and create a darkening effect behind the windscreen unlike common photochromics. They transform from clear to dark tints on UV & HEV light exposure and ensure optimal comfort in all temperatures.

Nova Drive lenses are available in Single Vision and Progressive variants, so as to allow every person passionate about driving to enjoy the best visual comfort. The product is available in various materials including high index polymers. The design is customised as per driving ergonomics. For people who drive only during the day, a polarised option is also available.



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