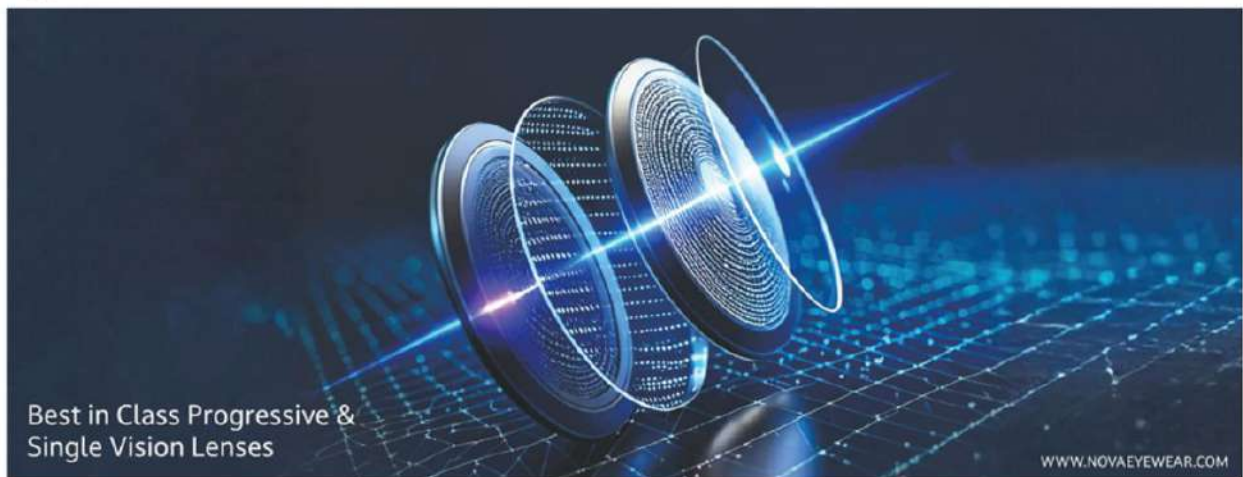


# Vision Rx Lab launches best-in-class Nova MaxCvue lenses for pristine vision



In an age defined by precision, modern consumers demand innovative products that deliver pristine vision to navigate a dynamic lifestyle with ease. This need for absolute clarity is critical in vision care, where a seamless blend of optical excellence and aesthetics is essential. Vision Rx Lab has long been at the forefront of vision care, and with the launch of Nova MaxCvue, it introduces a revolutionary solution under its flagship Nova to deliver pristine vision and expanded field of view than standard Freeform lenses. These lenses set a new benchmark for

sharp, clear sight, offering a high level of precision and customization tailored to meet individual wearers' need for visual comfort and freedom for leading an active lifestyle.

For more than 15 years, Nova has transformed global vision through innovative solutions. Whether it is digital lenses, stylish frames, prescription sunglasses, or specialized eyewear, the brand blends advanced technology with sleek, modern design. Nova ensures you see life at its best

In today's fast-paced environment, precise visual acuity is vital for seamless transitions between multiple tasks in this dynamic age, particularly the frequent use of multiple digital devices which demands comfortable, high-definition vision for all ages. Sharp central and peripheral sight is essential for adapting to different distances and directions. To help achieve the best visual



experience, Nova MaxCvue lenses utilize a unique optimization process to minimize Oblique Astigmatism, delivering significantly clearer vision and an expanded field of view compared to standard Freeform lenses. This innovation is available for both Single Vision (SV) and Progressive (PAL) categories.

Unlike standard progressive lens design which contains a specific level of astigmatism determined by prescription power, the astigmatism is distributed in ascending manner in Nova MaxCvue PAL lens surface, following a unique design philosophy which optimizes visual performance so the user enjoys visual accuracy without perceiving any jarring changes. The in-built lens technologies namely Dynamic Addition Optimizer (DAO), enhances visual clarity by reducing aberrations, enabling smoother transitions and faster adaptation while providing a wide, sharp near zone for effortless focus, while Ascent Deformation Allocation ensures stable dynamic vision, by cancelling the "swim-effect," and allowing a smooth transition of lateral astigmatism across intermediate and near zones.

The other groundbreaking technologies which make NovaMaxCvue a wearer's delight include Digi-Contour technology for contrast-rich images, Slim-tech and Lenti-Correct ensure excellent aesthetics and lightweight comfort, Binocular Balancing System minimizes blurriness on both sides of the corridor, and Digital Profile technology enables a comfortable posture for using handheld devices. Furthermore, Multi Aspheric Technology and Acutrace work in tandem to reduce aberrations, while improved near vision with an optimized inset correctly aligns the reading zone for peak performance, as applicable for PAL and SV categories.

With such state-of-the-art engineering, Nova MaxCvue effectively meets the level of lifestyle personalization needed by digital natives, adventurous outdoorsmen, dynamic individuals and meticulous professionals alike. Nova MaxCvue represents Vision Rx Lab's commitment to addressing diverse visual needs through cutting-edge technology and precision craftsmanship.

