

OANJ Spring 22 Conference Agenda

Binocular Harmonization Technology

Presenter: Michael Gatti

This course teaches a new technology that manages the way that the two eyes work together in progressives. Called Binocular Harmonization Technology, it optimizes the design of both lenses, no matter the distance Rx, so that the eyes receive equal accommodative support. HOYA believes that this is the 1st lens technology that addresses the anisometropic prescription with a binocular solution.

It All Becomes Clear: The Self-Tinting Lens Opportunity

Presenter: Samantha Toth

Attendees will learn the fundamentals of how self-tinting lenses work, and learn how the latest generation self-tinting lens technology, as presented by PhotoFusion by Zeiss provides superior performance. Learners will also understand the effects of UV radiation on the eye, and the factors by which UV intensity in the atmosphere varies.

Advancements in Photochromic Technology: Solutions for Today's World Powered by Light – The Science Behind the Lens

Presented by: Herb Fletcher

Most people understand the basic functionality of photochromic lenses. What many people do not realize is that photochromic chemistry is a complex balance. New, more complex photochromic molecules and measurement methodologies are enabling new performance characteristics and advancements. This course will explore the chemistry that makes photochromics work; why consumers need and want light adaptive lenses; and technology breakthroughs which enabled new product offerings that appeal to all types of wearers.

Polarized Lenses-The Technology and Benefits

Presenter: Lis Quinn

This one hour seminar will discuss the nature and harmful effects of polarized light, how to protect your eyes by using polarized lenses, and how to recognize the innovative technologies that make the most advanced and intelligently designed polarized lenses. It will also go over the current state of the polarized lens market in the optical industry, and how you can increase your practice/store's income by making polarized sunwear a more important part of your business.

Defy the Glare – NEW Transitions XTRActive Polarized lenses

Presenter: Herb Fletcher

Different types of light create challenges to our vision. In very demanding light situations, such as very bright light or reflective glare, our vision can be compromised creating a poor experience. Exposure to these types of light situations can also amplify daily eye fatigue, contributing to associated symptoms such as dry eyes, itchy eyes, headache and eye strain. In the long term, repetitive exposure to intense light can create a cumulative effect and could have an impact on eye health. *Transitions® XTRActive® Polarized™* lenses are uniquely designed to provide extra light protection for eyeglass wearers who are frequently exposed to bright light and reflective glare.

DRIVEWEAR: Accelerate your Sun Lens Business

Presented by: Herb Fletcher

Transitions Drivewear Sun Lenses: the only combination of photochromic and polarized technologies yielding a unique sun lens that allows the optimum light intensity to reach the eye, while blocking glare. Understand the benefits along with demographics. See how adding Drivewear sun lenses to your offerings will benefit the Practice.