

NIKON: The World Leader in Lens Coating Technology

SeeCoat Bright: The Coating Revolution

Constantly pushing innovation to a higher level, Nikon introduces a **new, proprietary and innovative coating** like no other: SeeCoat Bright. SeeCoat Bright is a functional coating that delivers **brighter, more vivid colour** perception in dim light conditions and **improves contrast** for wearers who experience reduced light transmission.

Colour transmission changes according to the intensity of light. Under dim lighting, the eye's perception of the red colour spectrum diminishes. As a result, colours may appear dull. This loss of colour sensitivity in dim lighting becomes even more notable after the age of 40 as the crystalline lens ages. **SeeCoat Bright is the one and only solution to this phenomenon.** SeeCoat Bright supplements the transmission of red wavelengths, resulting in more natural colour perception and increased contrast.

SeeCoat Blue Premium: The Next Evolution

Adding to its list of innovations, Nikon also presents SeeCoat Blue Premium, an enhanced version of SeeCoat Blue UV that **reflects and absorbs** blue light. SeeCoat Blue Premium **improves blue light cut by 11%**, resulting in less eye strain and visual fatigue, as well as better contrast perception. It **reduces glare on the lenses by 25%**, resulting in only a very subtle hue on the lenses. Furthermore, **ghost images are reduced by 64%**, providing natural and comfortable vision. SeeCoat Blue Premium can be applied on any type of lens – even those intended for daily use.

Complete Protection

SeeCoat Bright and SeeCoat Blue Premium boast all the properties of Nikon's premium SeeCoat line: anti-static, oleophobic, scratch resistance and anti-glare not to mention full UV protection to safeguard both lenses and eyes from the harmful effects of UV rays.

Your Partner for Growth

Our line of premium coatings allows eye care professionals to confidently cater to specific patient needs. We make recommending easy and patients will see a marked improvement in their vision thus improving patient satisfaction, trust and loyalty. Improve your patient's vision and comfort by recommending the ultimate in today's lens protection: SeeCoat Bright & SeeCoat Blue Premium.

For additional information, contact your Nikon Territory Manager, Nikon customer services department at 1-800-663-8654 or visit www.nikonlenswear.ca.