



## Press Release

April 4 2022  
Nikon Optical Canada  
Montreal, Canada

### Nikon Launches New Lenses for Our Modern Lives

Nikon Optical Canada introduces a new series of lenses locally manufactured in Canada: **E-Life Pro**. In a continuous effort to improve visual precision, on **April 4 2022**, Nikon launches **Home & Office Pro** available in **1M** and **2M** and **Online Wide Pro**.

There is a tremendous consumer demand for near and intermediate vision to meet the needs of different lifestyles and activities; hence the need for greater precision and multiple solutions. A [recent Eyesafe study](#) shows that consumers spend 13 hours daily on digital devices. Thanks to a new algorithm in the *Nikon Optical Design Engine*, Nikon is able to address consumers' needs while also providing eye care professionals with solutions that are simple to recommend and dispense.

With **Home & Office Pro** eye care professionals can select the visual distance (1M or 2M) that corresponds best and specifically to the patient's needs. This means that despite the patient's add, eye care professionals are now able to guarantee the visual distance. Home & Office Pro is the lens solution to maximize each patient's vision and comfort while performing mid-range activities.

Moreover, **Online Wide Pro** is designed to maximize the near vision potential so each patient can closely focus on the everyday details with a larger near vision and a 36% wider field of vision compared to the Online Wide Neo.

Whether you have patients that multi-task and require access to their near and intermediate vision for a long period of time or whether you have patients that remain in a static position for long hours at a very close distance, Nikon offers a precise solution.

Nikon's new E-Life Pro series is available in indexes 1.50 to 1.74 and a range of base curves from 2 to 8, best paired with SeeCoat Next Blue, SeeCoat Next Bright, SeeCoat Next, SeeSun Next and also available in Pure Blue UV material for enhanced aesthetics and protection.

**Precision is at the heart of what we do at Nikon.** Now you can let your patients enjoy the latest innovations in near-intermediate lenses while you enjoy the simplicity of recommending and dispensing these lenses.

Nikon is offering eye care professionals a wide range of **marketing tools** from customer training to in-store patient experience. At all times, we are able to provide our partners visibility on their order status thanks to our **Customer Dispatch Date** available online. And lastly, with our new **I See Without Compromise** multi-pair promotion, this is the perfect occasion to recommend Nikon lenses suitable to patients in various circumstances.

To learn more, visit the Nikon Professional Hub of [www.nikonlenswear.ca](http://www.nikonlenswear.ca) or contact a Nikon Business Development Partner.