



Press Release

April 6th 2023
Nikon Optical Canada
Montreal, Canada

See Every Detail with AS Viewfit Single Vision Lenses from Nikon

Nikon Optical Canada is happy to announce the launch of **AS Viewfit** lenses. Nowadays, the lifestyles of patients demand a more dynamic vision and a higher level of precision across the entire lens. Thanks to **AS Viewfit** lenses, eye care professionals will now be able to elevate the performance of their patient's vision.

Wearers are now looking through a larger part of the lens and not just through the center. They are juggling many activities at the same time therefore they are using the entire lens surface more often and this requires a higher precision. Whether they are driving and glancing at their dashboard or running and checking their smartwatch, patients are looking more often to the periphery of the lens.

In the 1970s Nikon developed the first aspheric lens. Now, Nikon has modernized aspheric lenses to allow a better fit with the modern needs of wearers. Thanks to AS Viewfit lenses, consumers can get the best fit for their wearer parameters and frame choice. In addition, patients will now be able to see through the lens with fewer distractions. The Nikon Optical Design Engine and the 2-axis optimization significantly reduce oblique astigmatism offering superior clarity, comfort and fit.

AS Viewfit is the ideal upgrade from standard single vision lenses, elevating the visual performance to match the momentum of your patients' dynamic lifestyles.

AS Viewfit lenses are available in indexes: 1.50, 1.60, 1.67 and 1.74. These lenses are best paired with SeeCoat™ Next series of coatings and are available in a wide variety of materials including Clear, Pure Blue UV™, Transitions® Signature® GEN 8™, Transitions® XTRActive® New Generation and Transitions® XTRActive® Polarized™.

Precision is at the heart of what we do at Nikon. Now you can let your patients enjoy the latest innovations, see every detail and enjoy every moment.

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 [Nikon's Professional Hub](#) or contact your Nikon Business Development Partner.