



Press Release

February 4th 2025
Nikon Optical Canada
Montreal, Canada

NIKON LENSWEAR'S NEW Z SERIES PROGRESSIVES NOW AVAILABLE ON MORE NIKON PROGRESSIVE DESIGNS

Nikon Lenswear launched a new era of progressive lenses the end of 2024 called **Z SERIES PROGRESSIVES**. These lenses have been inspired by Nikon's Z Series cameras thanks to the camera lens contrast assessment method. In order to offer an entire progressive lens portfolio that benefits from this technology, Nikon Lenswear is introducing **Z SERIES PROGRESSIVES** to more progressive designs namely Presio Inspire Z and Balance Digital Z.



About Z SERIES PROGRESSIVES

For the first time, Nikon Lenswear merges this proprietary contrast evaluation method with its deep understanding of human vision to create an innovative design system for progressive lenses.

According to our study, 80%* of progressive lens wearers are dissatisfied with the vision experience of their current lenses even with the correct prescription. They encounter the struggle of *trying to see* at a near and intermediate distance. **Z SERIES PROGRESSIVES**, offers a portfolio of progressive lenses, meticulously designed to optimize the visual field in the corridor.

Progressive lens designs have always focused on improving the width of the visual field, but now, thanks to *Z-Contrast Technology*, **Z SERIES PROGRESSIVES**

bring the proximal zone higher up where the wearer needs it most. The proximal zone is used for all tasks within arm's reach but, it is located in the lower part of the corridor which makes it less accessible. When looking through the corridor, the eyes capture lateral aberrations and power changes thus, resulting in a loss of sharpness and reduced contrasts.

With *Z-Contrast Technology* the heightened contrast transmission in the progression zone enhances the clarity of the clear vision area, enabling wearers to enjoy a broader focal range for close-up tasks. This offers patients greater vision freedom and seamless clarity with greater precision of contrast.

Z SERIES PROGRESSIVES have been available as of September 30th 2024 in **SeeMax Ultimate Z** and **Presio Power Z** and as of February 4th 2025 **Z SERIES PROGRESSIVES** will also be available in **Presio Inspire Z** and **Balance Digital Z**.

* 1 Pain points faced by existing progressive lens wearers from the Quantitative Acceptability Study of New Progressive Lens Concept, Aug 2023 – in Japan, UK, Canada, France, and China, (n=500)

2 Question: Please indicate your level of dissatisfaction with the glasses you are currently using on a scale from «Not at all dissatisfied (1 point)» to «Very dissatisfied (10 points)» with respect to the problems that occur despite the use of glasses with progressive lenses. The percentages referred to the proportion of wearers out of 500 who have given a score of 3 or higher for the listed problem.

To be noted, Seemax Ultimate Z also offers *Personalized Contrasts Perception*. Thanks to this additional measurement, the progression zone is personalized to improve the contrast performance while suppressing lens aberrations making the vision experience more personalized and unique to the wearer.

For more information about the new **Z SERIES PROGRESSIVES**, visit the [Nikon Lenswear website](#) or contact your Nikon Business Development Partner.

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About Nikon Lenswear

With over 100 years of heritage, Nikon is well known for its Japanese know-how and innovative technology in the field of high-precision optics.

Since 1946, Nikon Lenswear has remained one of the most innovative ophthalmic brands, responsible for numerous innovations in ophthalmic lens technology.

This year, Nikon Optical Canada celebrates 35 years of expertise enabling Canadians to see with precision and experience their finest moments.

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