



Press Release

September 30th 2024
Nikon Optical Canada
Montreal, Canada

NIKON OPTICAL CANADA LAUNCHES A NEW ERA OF PROGRESSIVE LENSES - Z SERIES PROGRESSIVES

Nikon Optical Canada is proud to announce the launch of new **Z SERIES PROGRESSIVES**, inspired by Nikon's camera lens contrast assessment method. Nikon's century-long mastery in high-precision optics has consistently excelled in contrast across various fields of optics.



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 are available as of September 30th 2024 in **SeeMax Ultimate Z** and **Presio Power Z**. In addition, SeeMax Ultimate Z also offers *Personalized Contrasts Perception*. Thanks to this additional measurement, the progression zone is

* 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.

personalized to improve the contrast performance while suppressing lens aberrations making the vision experience more personalized and unique to the wearer.

Nikon Lenswear is committed to applying its optical expertise to enhance the life experience of every lens wearer. The premium Lenswear brand firmly believes that clear vision is not enough; the right vision is crucial to elevate every moment of life. A vision that intensifies your emotions – joy, wonder, surprise, excitement – in every unique life moment.

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 Optical Canada

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 Optical Canada 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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