



HIGH DEFINITION LENSES

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FOR IMMEDIATE RELEASE

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**AUGEN OPTICS LAUNCHES 8MM SHORT CORRIDOR PROGRESSIVE LENS**

PETALUMA, CA – Augen Optics launches its new Centurion™ Series Short Corridor Progressive lens on April 10, with the shortest corridor available in a progressive today. The Centurion Short Corridor Progressive includes an 8mm corridor length and a 12mm minimum fitting height. With its generous reading area, ample distance zone and soft periphery, the Augen Centurion Short Corridor Progressive is designed for quick and easy adaptation and maximum comfort during all-day wear.

“We set out to design a progressive lens with the shortest possible corridor to give wearers maximum flexibility in choosing the smaller frames that are prevalent today,” says John Potocny, Vice President, Sales & Marketing. “At the same time, we didn’t want to make any compromise in the quality of vision. So we concentrated on maximizing the near and distance zones while placing less emphasis on the intermediate area, giving presbyopes the wide and clear reading and distance vision they expect even in smaller frames.”

The Augen Centurion Short Corridor Progressive design incorporates a soft periphery that reduces swim, providing wearers a sense of visual freedom and comfort in the lens. The design also uses precision asymmetry to ensure excellent binocular vision.

According to Dick Kapash, President, “With this launch we’re pleased to add another premium product to our focused product line. Our objective at Augen is to provide profit opportunities to our customers with an exclusive inventory of premium lens products that target industry trends. We believe the Augen Short Corridor Progressive will give eye care practitioners greater confidence in fitting presbyopes in even the smallest frames so popular today, knowing they’re still providing the expansive vision wearers are looking for in a very comfortable lens.”

The Augen Short Corridor Progressive is part of the Centurion™ Series of lenses available from Augen, which includes the company’s most premium designs. All Centurion Series lenses are produced using Augen’s proprietary free-form processing technology, resulting

in “high definition” lenses that deliver the precise design characteristics intended by the lens design team.

The Augen Centurion Short Corridor Progressive is available in Trivex® and Trivex Transitions® VI in +1.00 to +3.00 add powers.

For ordering information, call Augen Optics at 707.763-1155 or PSI at 800.237.8154.

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