



NEW PRODUCTS AND PROMOTIONS

Coburn Technologies is introducing a new lens finishing system. The company will officially launch **Exxpert Finishing Series** in September at **Vision Expo West** in Las Vegas, but is already taking orders. www.coburntechnologies.com

MOKO Besicles will take advantage of the next **Silmo** to present its new line of **Mars*** and **Saturne*** sunglasses. Both feature screw-less, chemically cut stainless steel frames, equipped with black degraded polycarbonate lenses. Distributed by **Fame Optique**. www.oko-eyewear.com

Distributed by **Ronor**, the "I need You" ready readers are now available. Meeting the high European CE standards, these ready readers (PD standardized at 31-31) are mounted with aspheric acrylic lenses and come with anti-scratch coating. They also come with a beautiful matching case and a one year warranty against manufacturer's defects. www.ronor.com

Signet Armorlite is launching **KODAK Unique DS** progressive lenses, a technology-driven evolution of the KODAK Unique Lens design. This fully digital dual-side progressive lens offers significant improvement in the reading area, while providing excellent visual performance in the three viewing distances. The company is also introducing the next generation of **Vision First Design™** Technology – **Vision First DS™** Technology. www.signetarmorlite.com

New from Rodenstock: Colomatic IQ 1.54 index
When you want clear lenses inside, use Colomatic IQ 1.54: at only 5% base absorption, Colomatic IQ is the clearest photochromic on the market!
Available NOW in all FreeForm lenses and also in Progressiv PureLife!

Victoria Beckham, who performed with the other **Spice Girls** during the closing ceremonies of the London Games, is launching a collection of ophthalmic frames. She will present six models, made in Italy in collaboration with **Cutler and Gross**, at the next **Silmo**. Victoria Beckham sunglasses are only available in Canada at **Holt Renfrew** stores. Time will tell if the chain will also carry her new ophthalmic collection. www.victoriabeckham.com/eyewear.

OKIA is launching two new collections using its patented **HDA®** technology. The **Pearl Block** collection is available in brilliant shades of yellow, orange, dark purple and petroleum, and features a sophisticated pearl effect, with stylized purse and dress themes spread all along the temples. The **Lace** collection features temples adorned with a lace pattern and is available in romantic tones of black and blue. www.okia.com

The **4th Dimension 4663-71** collection from **ProDesign Denmark** is inspired by such vintage shapes as classic panto, Jackie O, and butterfly, but remains fresh and modern through its use of colours and the way the acetate layers are combined. These men's and women's frames are available in nine shapes. Two come in two colours, while the other seven come in four different colours. www.prodesigndenmark.com

Zyloware Eyewear's latest styles are now available at **Opal Optical**. There are two new **Sophia Loren** frames, featuring a full rim metal front, one in a modified rectangular shape (**M235**) and the other, in a modified oval shape (**M236**). The new **Stetson XL 17** features a full rim metal frame in a square shape, and is well suited for men with a broad face, while the **Stetson Off Road 5027** (full rim metal frame in an oval shape) and **5028** (semi-rimless metal frame in a square shape) are perfect for a variety of face shapes. www.zyloware.com



UPCOMING EVENTS

International Vision Expo West 2012
September 6-8, 2012
The Sands Convention Center, Las Vegas, NV (United States)
Tel.: 1-203-840-5610 or 1-800-811-7151
inquiry@vision.reedexpo.com
www.visionexpowest.com

SILMO 2012
Paris Nord, Villepinte
International Exhibition
Phone: +33 1 76 77 11 11 • Email: info@silmo.fr
www.silmoparis.com

The news items identified with were covered more in-depth on the Clipinfo Portal, www.clipinfo.ca

PhotoFusion® by ZEISS Fast clear. Fast dark.

See more. Live more. **ZEISS** precision lenses.

www.photofusion.zeiss.com