

- BCDV UV offers your eyes protection against dangerous UV from the front and the back surfaces of the lens ensuring that they offer 10 times more protection from the harmful UV rays.
 - The anti-reflective coating in BCD lenses means that the glare from oncoming headlights is significantly reduced while driving at night.
 - The Anti-reflective coating on BCD lenses also means that glare computer screens is reduced, preventing eyes from becoming tired and fatigued throughout the day.
 - This coating transmits 99% transmit light and cosmetically enhance your appearance immensely. Therefore, vision and the comfort are unparalleled.
- Miss Reem, I am surprised to see that your astigmatism has increased from -2.00 cyl to -3.00 cyl. It is important that you need to wear your spectacles all the time. However, may I suggest you the ABC Toric contact lenses with Anti-Gravity Design.
 - The Silicon-Hydrogel material ensures that almost 100% oxygen passes through cornea which prevents you from diseases arising out of lack of oxygen like in hydrogel lenses.
 - The Anti-Gravity Design ensures that your vision does not blur and fluctuate.
 - You can wear these lenses for more than twelve hours and feel the same freshness in the evening as you feel in the morning.

When I discuss about presenting sales solutions with my students, I always give them the example of an umbrella. One might buy an umbrella to protect himself from the heat and rain. If the person gets drenched even after holding the umbrella on his head, then what purpose does it serve? Customers buy products for the benefits they offer. A rose by any other name can smell as sweet. That's the perception a buyer holds. Therefore, always explain the benefits of the products rather than delving too much into the features which serves no purpose. Follow the pattern stated above, which I am sure, will be of help. Be the Guru, there are too many disciples around you.

The difference between an ordinary sales person and the solution provider is; The former explains but the latter enlightens.

Mushtaq Ahmed

News

OKIA's HDA® Technology allows extraordinary 3D decorations

OKIA Optical Co., Ltd. (OKIA), the innovative Hong Kong-based eyewear company has been granted patents for its revolutionary HDA® (High Definition Acetate) technology in Japan and allowed in Australia, in addition to its existing HDA® patents in Hong Kong, China and Italy. It represents significant recognition of OKIA's ongoing commitment to innovation and creativity and its outstanding contribution to technological advances in the eyewear industry.

OKIA's HDA® technology allows the transformation of textures and colors into crisp high definition images, opening new incredible opportunities for various eyewear designs. Furthermore, the HDA® technology can be combined with OKIA's unique BMT technology, that marks another advance in overcoming rules and limitations that restrict creativity.

Also thanks to the progress of HDA® technology, 3D decorations that are usually seen on clothing and accessories are applied for the first time also one eyewear by OKIA. The latest HDA® collection is an explosion of three dimensional decorations spreading along the frames' fronts and temples that will leave everyone



breathless. Each frame shows a series of multi-layered patterns inspired by the world of nature. Harmonious gradient colors complete the extremely realistic proposed decorations and give them a refined touch of femininity.