

**OptiPRODUCTS**

**Blue light measuring device**

BlueSpec is a new innovative device designed to assist in demonstrating 'bad' blue light emitted from every day devices like smart phones, iPads and halogen lights.

With the introduction of blue coatings from all the major lens manufacturers, Anyview Europe have launched the BlueSpec to assist in measuring actual blue light from all kinds of devices.

Patients are all aware of the effects of UV but the potential



damage that blue light can cause is still new and explaining this to a patient can be difficult. Using this device a simple and quick demonstration can educate patients to the benefits of blue coatings; the results can be shown as actual reading or a simple percentage value to explain to the patient. Software is available from the App Store and works with iPads and iPhones.

*For further details visit:*  
[www.ron.wright@anyvieweurope.com](mailto:www.ron.wright@anyvieweurope.com)

**Photochromic lenses from Hoya**

Sensity is Hoya's latest innovation in photochromic lenses.

Hoya have been active in the field of photochromics since 1969 and have always been striving to develop the best photochromic solution possible for every light condition. Sensity light reactive lenses incorporate all Hoya technology to ensure quality and durability.

Stabilight technology ensures Sensity lenses perform consistently in different

climates, seasons, and circumstances. Not only do they darken to an attractive category 3 sun lens faster than ever before (up to 45 per cent darker after 90 seconds); they also quickly fade back to full clarity as soon as the ambient light intensity diminishes (up to 23 per cent lighter after 1 minute).

During these rapid transitions, total UV protection remains in place.

*For further details visit: [www.hoya.co.uk](http://www.hoya.co.uk)*

**Okia's Shiny Mineral collection**

Entirely realised by means of the patented HDA technology, Shiny Mineral eyewear from Okia Optical of Hong Kong takes its inspiration from the idea and feeling of gold sand.



The new frames' temples exhibit refined wavy patterns. Delicate shades of gold and pink, in solid version or with a transparent effect, provide a touch of elegance.

*For further details visit: [www.okia.com](http://www.okia.com)*



**3D prescription lenses**

Norville are offering a full suite of passive circular polarised 3D lens types to Rx. Whilst this prescription option, developed in conjunction with British engineering team P3D, has entertainment market appeal, Norvilles are particularly interested in specialist 3D lens supply to the emerging 3D design industries.

Prescription 3D lenses eliminate the need for fussy clip-ons or over-specs, and for those in the business of 3D design a must have permanent prescription solution.

*For further details visit: [www.norville.co.uk](http://www.norville.co.uk)*