

DOT—Digital Optimized Thinning

The precision of optics we can now deliver to patients via the utilization of digital generators combined with free-form lens designs is just beginning. While the initial idea of this type of lens processing took a little time to gain momentum, it has exploded in popularity.

In addition to the exceptional optics and designs digital generators are able to produce, processes by these generators are also able to produce thinner and more attractive lens edges for your patients. Now available from Midwest Labs is DOT— Digital Optimized Thinning; a process developed to minimize the edge thickness of lenses.

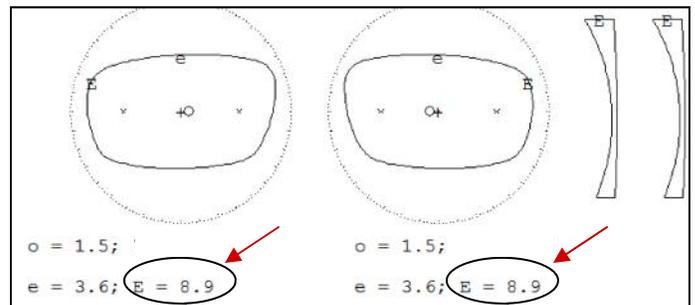
Previously, higher index lenses have been the choice of many patients who have struggled with thick and unattractive lenses. With DOT, we take it one step further by flattening and decreasing the edge thickness of the lens.

To accomplish this, the software calculates the optimal circumference region around the fitting cross, about the size of a silver dollar. Outside of this region, the software reduces the thickness with a gradual change in curvature which results in a thinner edge.

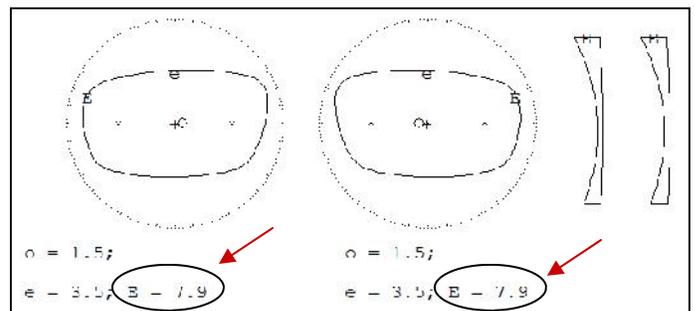
This process can be done in any material (except glass) and is available on both standard lens designs and free-form lens designs. There is a power change in the area of the lens that gradually changes curvature to achieve the thin profile, but it is at the outer and generally unusable edge of the lens. For patients that have high prescriptions, the outer portion of their lens currently is unusable due to oblique astigmatism so this should not be an issue in regards to their optics.

-10.00 sphere 1.67 High Index

Standard



With DOT



As shown in the actual lab work tickets above, the potential reduction in additional thickness can be attained with a 1mm decrease in thickness. We have all had patients ask for the “thinnest lens possible”. Now you have a new tool to help honor their request.

We look forward to bringing you new lens designs and features through processing as they become available. One thing is for certain, it is a whole new world of opportunity for our industry!

Standard



With DOT



Ask the Lab...

You probably have noticed the digital “fever” that is in full swing at Midwest Labs! This has been an exciting time installing the equipment and the success of our Naturalite family of digital products. One question we have heard from several of our accounts is “If you surface a traditional progressive on the digital generator, does that make it a digital lens?” Great question. We can, in fact, surface any lens on our digital generator and the resulting product is slightly more optically precise than lenses surfaced on the traditional generator. We call this “cut to polish” as it eliminates the fining step in traditional lens surfacing. The digital generator process results in 1/1000th accuracy while a traditional generator produces accuracy to 1/100th. This does not, however, transform the lens into a “free form” lens. Digital is a process, not a lens design.

To achieve a true free form product, it is necessary for the patient Rx to go through a custom calculation process that optimizes the lens surface to help reduce oblique astigmatism and provide wider fields of vision. For example, a lens with a power of -4.00 at the optical center will result in .50 diopters of oblique astigmatism 16 mm from the OC. A free form lens with the same power will result in only .10 diopters of oblique astigmatism at 16 mm from the OC: a 76% more power stable lens.

In review, all free form lenses are digitally processed, but not all digitally processed lenses are free form. Many lens manufacturers have their own proprietary software that offer customized calculations for optimized lens optics. Coming soon we will be adding additional lens designs available that will be processed on-site here at Midwest Labs.



Midwest Labs is now offering Chemestrie “Eyewear that Clicks”! Chemestrie is a magnetic lens system that offers your patients the option of a polarized, reader or even 3D lens addition to their everyday eyewear. Lightweight and designed to fit virtually any frame, Chemestrie is the answer to frustrations your patients may have previously experienced with clip-on sunglasses.

Polarized Chemestrie
Polarized Chemestrie with backside AR
Gradient polarized Chemestrie with backside AR
Mirror polarized Chemestrie with backside AR
3-D Chemestrie
Reader Chemestrie
Permanent or magnetic Swarovski Crystals
Case with cleaning cloth

Tower display

- Purchase of tower display includes: 2 vouchers for free Chemestrie’s, 5 free demo’s for the dispensary and one free Chemestrie for each staff member!

Contact us today to receive more information on Chemestrie eyewear!



Practice for sale

Waterloo, IA- Practice for Sale

2,000 square foot leased space in strip mall, practice has been in business since 1965 with approximately 6,000+ customers. Owner would like to retire.

Contact #319-269-8771, www.actonoptical.com, or email actop@dybb.com.