

August 2012

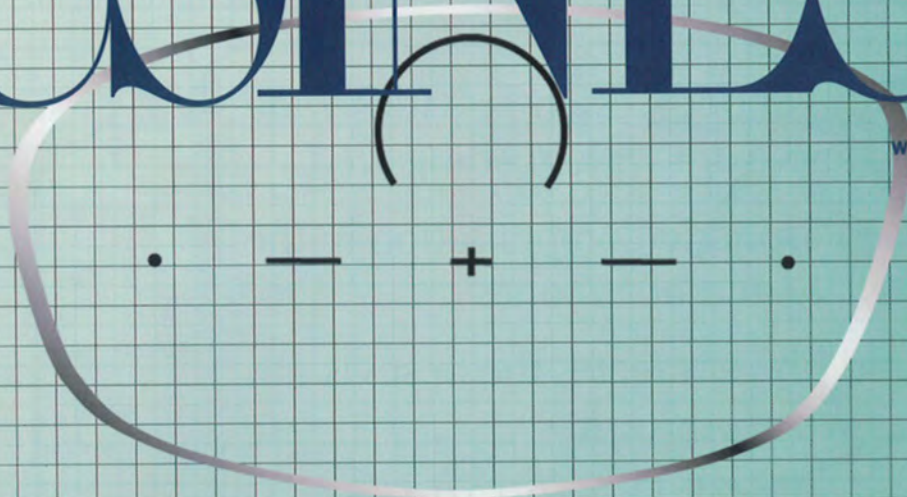
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SEIKO Supercede II





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54 SIGNET ARMORLITE. Signet Armorlite announces PhotoViews Photochromic Lenses, which offer fast fade times and full direct UV protection—a great solution for price-conscious patients.
BOOTH/INFO: LP7065, signetarmorlite.com

55 SMITH OPTICS. Smith's new frame, the Ridgeway, perfectly blends sport and style in colors that add a splash of drama to the sports field or the street.
BOOTH/INFO: 20057, smithoptics.com

56 SUPER SYSTEMS OPTICAL. Super Systems' specials include 10 percent to 20 percent discounts on all small lab equipment and a \$2,500 credit toward lenses, including its new ADDvantage Digital Progressives, after a purchase of a Fast Grind machine.
BOOTH/INFO: LP8100, superoptical.com

57 TRANSITIONS INC. Explore the new Transitions Vantage lenses—the revolutionary everyday adaptive lenses designed to both darken and polarize upon UV exposure.
BOOTH/INFO: LP7087, transitions.com

58 VISION-EASE LENS. Vision-Ease Lens will introduce Thindex 1.70 SRC Coated SFSV and A SFSV lenses, which provide compatibility for spin-coat processing.
BOOTH/INFO: LP11095, vision-ease.com

59 VIVA INTERNATIONAL GROUP. Tupper style from Gant by Viva features handsome preppy styling, mixing timeless tortoise with a contemporary color contrast.
BOOTH/INFO: 16053, vivagroup.com

60 VIVID EYEWEAR. Vivid Eyewear will be giving away a Kindle Fire with a qualifying purchase.
BOOTH/INFO: 19017, vivid-eyewear.com

61 VSP OPTICS. UNITY UVR is a backside lens coating that protects the wearer's eyes from harmful reflective ultraviolet ray exposure.
BOOTH/INFO: 21087, vspopticsgroup.com

62 WESTGROUPE. Fysh style F-3476, a lightweight, full-rim frame with a stainless steel front and TR-90 temples, is available in blue, tangerine, black, and burgundy.
BOOTH/INFO: 18023, fyshuk.com

63 YOUNGER OPTICS. Visit Younger Optics for a chance to win a new Apple iPad, an Amazon Kindle, and other prizes.
BOOTH/INFO: LP7099, youngeroptics.com

64 ZIG EYEWEAR. Designer Cendrine O. puts her colorful spin on unique zyl frames for the Jean Reno by Cendrine O. line, continuing with the collection's recent neo-retro direction.
BOOTH/INFO: G22011 or The Suites, zig-eyewearusa.com

65 ZYLOWARE. Featuring tattoo-inspired designs, Etched fills a niche for men and women who seek bold eyewear with striking embellishments.
BOOTH/INFO: 18031, zyloware.com

"We are proud of the strong balance we have achieved with our easy-to-use retail finishing equipment and our best-of-breed industrial lab finishing equipment. We intend to push the envelope into increasingly impressive and valuable technology for the market."

— GERARD SANTINELLI, president and CEO, Santinelli International

"The brand is on fire and the addition of our optical frame collection has enabled us to successfully expand the brand into the optical category."

— JIM SEPANEK, vice president, Rx, SPY Inc.