

WHICH LENS is right for you?



D & T

DUNCAN AND TODD
GROUP

Which lens is right for you?

In recent years we have seen technological advances that have changed our lifestyles in ways we couldn't have imagined at the end of the last century.

Our visual needs have changed too, with more demands on our eyes than ever before.

In the past, options were limited to combat the visual issues created by changing lifestyles. Working with a team of optometrists, the Duncan and Todd Group's manufacturing lens laboratory – Caledonian Optical has developed a range of HD digital single vision lens options which improve visual quality and reduce the symptoms of visual fatigue and eyestrain. Fully tailored to your prescription, frame choice and lifestyle needs, these digital lenses are the ultimate in bespoke, personalised visual solutions.

[Which lens will optimise your life?](#)



HDSV 2.0

Unparalleled visual quality

For wearers who use their spectacles in a variety of situations



See page 4 for more information →



HDSV DRIVE 2.0

Comfortable and safe driving

For wearers who drive regularly



See page 5 for more information →



SERENE 2.0

Living life without limits

For wearers using a computer or a digital device regularly



See page 6 for more information →



OFFICE 2.0

Great performance in intermediate and near

For wearers who use near and intermediate distances while working



See page 7 for more information →





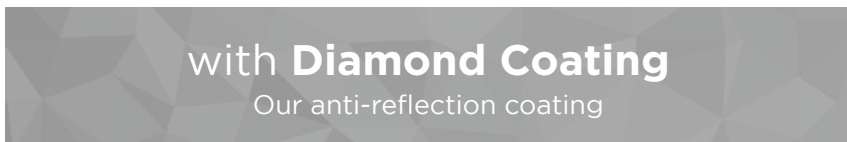
For single vision wearers who want the best vision possible.

This lens has been specifically developed with the latest advances in ophthalmic technology to give a noticeable improvement in visual performance and provide added comfort throughout the day, for spectacle wearers with varying visual needs.



What can I expect from this lens?

- ✓ Ultra HD vision
- ✓ Improved comfort when using digital devices
- ✓ Reduced symptoms of visual fatigue
- ✓ Reduced reflections
- ✓ Lenses that stay cleaner for longer



***Blue Filter recommended**

Contact your local branch for more information on this lens, and to discover if this is the best solution to optimise your life.



Single vision lens designed for driving.

Statistical analysis shows that around 80% of driving information is obtained by visual observation¹. When driving under low illumination, our viewing habits change, and we become more sensitive to glare. It has also been shown that our quality of vision decreases². HDSV 2.0 Drive has been specifically developed to ensure drivers have the best possible vision at any time of day or night.



What can I expect from this lens?

- ✓ Ultra HD vision
- ✓ Improved performance under low light conditions
- ✓ Reduced reflections from headlights & streetlights
- ✓ Reduced ghost images for clearer vision in low illumination
- ✓ Reduction in blue light reflectance for added visual comfort



1. E. Kowler, "Eye movements: the past 25years," Vision Research, vol. 51, no. 13, pp. 1457-1483, 2011
 2. Lopez-Gil N, Peixoto-de-Matos SC, Thibos LN, Gonzalez-Mejome JM. Shedding light on night myopia. J Vis 2012;12:4.

Contact your local branch for more information on this lens, and to discover if this is the best solution to optimise your life.



SERENE 2.0

Living life without limits

Single vision lens with a boost for added comfort at closer distances.

SERENE 2.0 is a lens specifically designed to provide a small boost in power when viewing digital devices which can help alleviate the symptoms of digital eye strain.



What can I expect from this lens?

- ✓ Ultra HD vision
- ✓ Relaxed vision at closer distances
- ✓ Improved postural comfort when using digital devices
- ✓ Reduced reflections from screens
- ✓ Reduced visual effort at closer distances

with **Diamond Coating**

Our anti-reflection coating

***Blue Filter recommended**

Contact your local branch for more information on this lens, and to discover if this is the best solution to optimise your life.

Find a store



OFFICE 2.0

Great performance in intermediate and near

For single vision wearers needing a prescription for close work.

It is extremely common to require specific lenses for close work later in life, traditionally this has been in the form of spectacles which only provide clear vision at a specific distance.

Lifestyle needs and ophthalmic technologies have changed since the invention of reading spectacles, now we can provide a lens which will allow you to see clearly at a range of closer distances - OFFICE 2.0.

This lens has been designed with the problems associated with Digital Eye Strain in mind to help alleviate these troublesome symptoms.

What can I expect from this lens?

- ✓ Ultra HD vision
- ✓ Clear vision at a range of distances to suit your needs
- ✓ Comfortable posture when using digital devices
- ✓ Reduced reflections from screens
- ✓ Reduced visual effort at closer distances

with **Diamond Coating**

Our anti-reflection coating

***Blue Filter recommended**

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Why do we recommend coatings?

Light plays a vital role in vision, uncoated lenses reflect light away from the eyes which reduces visual quality. By applying an **anti-reflection coating**, we can ensure that you not only get the best possible vision but also enjoy a variety of additional benefits.



All our specially formulated coatings deliver:

Reduced reflections



This will improve visual quality and enable others to see your eyes clearly.

Scratch resistance



Your lenses will be less prone to scratches which can cause image degradation.

Water repellence



For convenience in inclement weather.

Diamond	Intero
Our anti-reflection coating	Specially formulated for driving lenses
Reflection Free Efficiency ★★★★★	Reflection Free Efficiency ★★★★★
Scratch Resistance ★★★★★	Scratch Resistance ★★★★★
Water Repellence ★★★★★	Water Repellence ★★★★★
Smudge Repellence ★★★★★	Smudge Repellence ★★★★★
Dust Repellence ★★★★★	Dust Repellence ★★★★★
	UV Reflectance ★★★★★

2 year guarantee

Contact your local branch for more information on how our coatings can optimise your life.

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Solutions for Digital Screens

With the increased use of digital devices, from mobile phones to tablets to wearables, it is estimated around **50% of users experience symptoms associated with Digital Eye Strain¹**.

These include²:

- Irritated / burning eyes
- Dry eyes
- Eye discomfort
- Headache
- Pain in the neck and shoulders
- Eye strain
- Tired eyes
- Sensitivity to bright lights
- Blurred vision at near
- Blurred distance vision after computer use
- Difficulty refocusing from one distance to another

1. Portello et al., 2012; Guillon and Maissa, 2010; Courtin et al., 2016; Tauste et al., 2016
2. Sheedy et al., 2003; Portello et al., 2012

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Do you want to know
your visual stress?



Knowing your level of visual stress is a good indicator of the right solution to optimise your life, [scan the qr code](#) to complete the short visual stress test before you visit your local practice.



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