

Shamir					Competitors' products									
	Product	Features	Benefits	Essilor	Hoya	Zeiss/Sola	Rodenstock	Seiko	Nikon	Rupp + Hubrach	BBGR	Kodak		
Progressive Lenses	Elite	Autograph FreeFrame	Individually tailored lens. Back Surface Optics. Min 11mm fitting height.	Corridor adjusts to depth and shape of frame. Maximum reading zone possible.	Varilux Ipeo New Edition, Varilux Physio 2 F-360	Hoyalux ID Mystyle	Individual EyeFit, Sola One Ego	Impression ILT, XS, Hyperop, Freesign	Super neo	Seemax Power	Ysis	Anateo Mio	Unique	
	Premium	Autograph Plus	Created using Direct Lens Technology™. Back surface optics. Personalised FreeForm Lens.	Larger field of view. Increased Px satisfaction.	Varilux Physio 2, Varilux Comfort New Edition & New Edition Short,	Hoyalux ID Lifestyle	GT2 3D, Sola One HD	Impression S, Multigressiv MyView	Emblam	Seemax		Anateo, Start Up		
	Medium	Creation	Created using Freeform Optics™. Available in 6 base curves. Suitable for rimless and supra.	6 times better optical resolution. Up to 40% thinner. Flatter, aesthetically pleasing lens.	Varilux Ultra & Varilux Ultra Short	Hoyalux Summit CD/PRO Trueform	Gradal Top E	Progressiv Life Free, Progressiv YoungLife Free	Synergy X	Presio w, Presio power		Evolis DS, Singular DS,	Precise	
	Standard	Genesis Piccolo	Universal Moderate design. Low non-tolerance level. Optimised design using Eyepoint Technology™.	Comfortable clear vision in all zones. Ideal first time progressive.	Varilux Comfort, Varilux Elipse, Liberty	Summit CD, Summit Pro	Gradal Brevis, Gradal HS, Gradal Plus, Gradal Plus Short, Sola compact ultra, Sola one	Progressiv Life2 / XS	Super P1W	Presio i, Presio i digital, move		Selective, Mini	Concise, Concise Nano, Easy, Progressive	
Single-Vision Lenses	Elite	Smart SV	Aspheric back surface freeform lens, individually tailored to RX and frame.	Aberration free vision across width of lens.	SV 360	Nulux EP (double aspheric)	Clarlet Individual, Sola HD SV	Impression Mono, Multigressiv Mono, Aveo	SPG AZ (double aspheric)	DAS, Seemax Single Vision (bi-aspheric)	Ysis	Aspheo PdM	Digital SV	
	Premium	Superlite Aspheric	Aspheric design.	Reduced aberration compared to spherical designs.	Anti-Fatigue, AS Fusio, AS Stylis	Nulux Active, Nulux AS	Clarlet AS	Cosmolit	SSV AZ, SLU AZ, SPG			Unor, Tiliium, Aspheo	Bi-concave, RLX AS	
	Standard	Alite spherical, Superlite spherical	Spherical design.		Orma, Ormex, Ormil	Hi Lux	Clarlet	Perfalit	Super SV, SV, AR Diacoat	Lite		Unor, Tiliium, Asphor	FSV, RLX	
Degressive Lenses	Premium	Smart Office	Freeform generated personalized back surface occupational lens based on Direct Lens Technology™. Significantly increased depth of field compared to SV readers.	Maximum comfort and clear vision throughout the occupational arc. Alleviates Computer Vision Syndrome (CVS).		Hoyalux ID workstyle		Impression 40/80, Impression Ergo, Impression Ergo FS						
	Standard	Office	Traditional manufactured occupational lens based on EyePoint Technology™. Significantly increased depth of field compared to SV readers.	Comfortable clear vision in the work environment, effectively alleviating Computer Vision Syndrome (CVS).	Varilux Computer, Interview	Tact, Add power	Gradal RD, Clarlet Business 10/15	Nexyma 40/80	Computer, Indoor			Extenso 10/15		
Sport Lenses	Premium	Autograph Attitude Smart Attitude	In addition to characteristics of Autograph and Smart SV, the design is specifically tailored for high base, wrap around frames.	Precision optics in a personalized high base lens. Perfect for glazing today's modern wrap around frames.	Varilux Sport		FrameFit Loop, GT2 Loop, Clarlet Loop FF PAL, Clarlet Loop FF SV	Impression Sport, Impression Mono Sport	SportsTech	SeeStyle	Sports	Sirus		
	Standard						Clarlet Loop	Perfalit Sport						
Anti-reflection Coatings	Elite	Glacier Plus	Extremely durable, hydrophobic AR coat with oleophobic and anti-static properties	All the benefits of Glacier - plus: 20-30% stronger than competition with the lowest reflection rating	Crizal Forte	Hi-Vision Long Life		Solitaire Crystal				Neva Max secret	Clean n Clear with Shield HFT	
	Premium	Glacier	Incredibly smooth and durable hydrophobic, oleophobic, anti-static multi-coat.	Repels dust, water and grease allowing for a longer lasting cleaner surface with improved cosmetics to the wearer, durable and scratch resistant	Crizal Alize +	Super Hi-Vision	Lotu-tec	Solitaire Topcoat	Orgatech	See Coat	Nanoperl	Neva Max	Clean n Clear	
	Medium	HMC	Effective glare reduction with a quality hard surface.	Reduced lens reflections, improved cosmetics, scratch resistant	Crizal Sun	Hi-Vision Aqua	Carat Super	Solitaire SC	SuperClean	HCC Ikon	Purlux	HMC	Clear	
	Standard				Crizal Easy		Carat Multi	Solitaire MC	Clean	HCC				