

# Varilux® XR track

## NEW Near Vision Behavior Personalization

### Varilux® XR track: a NEW lens design for extra benefits

Powered by behavioral artificial intelligence and an individual patient measurement, Varilux® XR track lenses **upgrades the predictive visual behavior profile to a personalized one.**

Beyond adjusting the position and vertical area of the near vision zone, Varilux® XR track lenses also extends the near vision width according to patient behavior.



**89% maintained comfortable vision at near during a long task.<sup>1</sup>**



**Up to +25% near vision width according to the patient's need, for a long lasting comfort in close up vision.<sup>2</sup>**

### Near vision tasks, like reading, require a postural response from the entire body

The Near Vision Behavior (NVB) is a new measurement that takes into account a wearer's visual behavior and posture while replicating a reading task, so that their near vision zone is positioned according to the patient's natural behavior.

### Near vision behavior is key to understand presbyopes

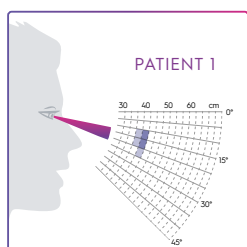
Knowing a presbyope's near vision behavior is key to provide them with:

- the best possible vision
- the best postural comfort

Each patient behaves differently while performing a near vision task.

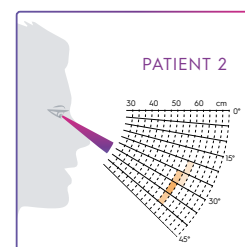
#### Behavior of Patient 1:

- holds reading target close
- small gaze lowering
- concentrated behavior



#### Behavior of Patient 2:

- holds reading target far
- high gaze lowering
- spread behavior



### Varilux® XR track lenses require the frame parameters

**Taking the real 3D position of the lens in front of the eye is key! Varilux® XR track lenses offers personalized measurements to ensure optimal performance.**

Near vision inset, reading distance and progression length is then driven by the NVB measurement.

## Near Vision Behavior measurement

A 4-in-1 in-store personalized measurement that evaluates the visual and postural behavior of the patient by reproducing the rapid eye movements during a near vision task.

4 parameters measured to personalize the near vision zone:



Gaze lowering



Reading distance



Lateral offset



Visual Behavior

The protocol results in an individualized 7 digit code that gathers the 4 individual parameters.

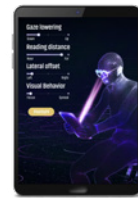
Thanks to this simple measurement, wearers may enjoy accelerated fluidity & adaptation.

## NVB Unique Code Result

A personalized encoded result (7 alphanumeric digits) displayed in a color block.

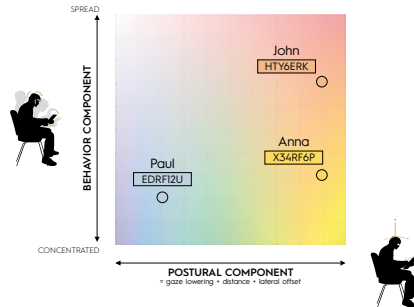
Why is NVB encoded?

- For **exclusivity**: Measurement customized to the patient (no possible result elsewhere)
- For **security**: a code including a checksum to avoid errors



The NVB output is the unique combination for each patient, inclusive of behavior and postural components.

If the measurement is repeated (in the same manner), the NVB code will be different but the same color range will appear.



## What you need to take the NVB measurement and Dispense Varilux® XR track



### Eye-Ruler™ 2 - Tablet

A tool consumers are familiar with to make them comfortable performing the NVB reading task. Place order from Essilor Instruments.



### Eye-Ruler™ 2 - Frame Clip

A clip is required to perform the measure so that the tablet camera can detect the markers. The first step is to place the wearer's frame into the clip.

Scan to order your Eye-Ruler™ 2

