



See Life at its best.

Our name explains it all...

There is a name that's synonymous with "the world's finest lenses" - and that name is Nikon. A global leader since 1917, Nikon has been giving millions of people a better point of view with the world's most trusted and desired optical products.

While most people link Nikon with superior camera lenses, many do not know that we began manufacturing high-quality premium spectacle lenses in 1946, years before introducing the first Nikon mass-market camera.

From Single Vision to Progressive lenses, Nikon offers ECP's and their patients proven optical design expertise and the highest-quality materials and coatings for superior visual performance.

Reputation acquired through excellence

• High-quality • High-tech • Innovative • Sophisticated • Trustworthy

These are all words consumers use to describe Nikon.* When you mention "Nikon", your patients will immediately want these premium spectacles lenses because they already know and trust the Nikon name.

*According to a 1999 survey.

Proven history of excellence

1946

First Nikon spectacle lens - "Pointal" - is marketed to the consumer

1950

An article in the NY Times starts a "word-of-mouth" campaign about the superior clarity of Nikon lenses - insisting that Nikon lenses be used on their photo shoots

1964

Nikon cameras and high-clarity lenses are chosen to chronicle the Antarctic missions

1971

NASA selects a Nikon camera and high-precision lens for the Apollo 15 mission; now standard NASA flight equipment



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1983

Nikon introduces the first anti-glare coating with true, built-in scratch resistance. This technology becomes immediately popular in Japan, where nearly 100% of lenses now feature this type of coating

2000

Nikon introduces the highest index material available - 1.74 - making Nikon a world leader in thinner, sharper, and clearer lenses in the optical lens market

SeeCoat - a premium coating that reduces glare by better controlling light, provides ultimate clarity, stays clean for twice as long and is twice as resistant to scratching

SeeMax - the ultimate custom made single vision lens that delivers unsurpassed visual performance across the entire surface of the lens, significantly reducing distortions on the periphery. Especially recommended for prescriptions with high astigmatism

SeeStyle - especially designed to overcome common discomforts caused by conventional high-curved lenses, and its Optical Correction System offers a very wide visual field

SeeMax Progressive - individually designed for each patient based on his or her prescription and lens data, offering the highest level of visual performance

Presio W Progressive – specifically engineered to eliminate distortions, which is the common complain of wearers, giving the wearer clear and sharp vision

Presio GO Digital Progressive – the latest addition to the Nikon progressive range, follows the technological footsteps of the previous philosophy offering wearers precision and sharp vision

Weblens – specifically designed for near & intermediate vision, ideal for office and computer, as well as all other long lasting near vision activities

For more information, please visit www.nikon-lenswear.com.sg