



SHAW LENS™
patent pending

NEWS RELEASE - Vision Expo East

The revolutionary SHAW™ lens solves aniseikonia

Designed by an optometrist for optometrists

New York, March 23, 2012 – Solving aniseikonia is a revolution in patient comfort. Research and clinical experience indicate that glasses-induced aniseikonia can cause a host of common medical symptoms like headaches and fatigue. Now, for the first time, optometrists have a solution – the SHAW lens.

“The basic problem with current lens design is that it doesn’t take into consideration how both eyes work together,” says Dr. Peter Shaw OD, and co-founder of Shaw Lens Inc. “This often results in unequal image size (static aniseikonia) or different demand on motor fusion (dynamic aniseikonia) between the eyes. That can be as uncomfortable as uncorrected vision.”

SHAW lens patent-pending design process accommodates the way both eyes work together to solve aniseikonia - reducing distortion caused by conventional lens.

“Reduced distortion results in better patient adaption to glasses and can reduce eye strain, headaches, difficulty reading, double vision, even the inability to see 3DTV,” says Dr. Shaw. “This is a truly binocular lens system and because it requires motor fusion measurements, SHAW lens can only be sold through optometrists.”

At the core of what makes the SHAW lens different is sophisticated, yet easy-to-use lens design software. By combining the motor fusion limits, the frame dynamics and the prescription, the SHAW lens design software then applies ray tracing algorithms to design lenses that solve both the static and dynamic aniseikonia to within the patient’s limits. No other lens uses motor fusion limits (also called vergence demand) in the design of their lens.

SHAW lenses are available in single vision, progressive and bifocal lenses in clear, Transitions®, polarized and a wide range of tints. All lenses are AR, Oleo and Hyrdo coated.

ABOUT Shaw Lens Inc.

Founded by an optometrist, Shaw Lens believes that the only way to deliver the best glasses is through the optometrist. Eyeglasses are complex medical devices, and nothing replaces the skill, care and attention that patients get from an independent optometrist. They’re the only health care provider trained in binocular vision and optics. Shaw Lens is passionate about optometry and focused on making glasses that work better. More information is available at shawlens.com. Visit us at booth 7611 at Vision Expo East.

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