SEECOAT™ COATINGS

MANUAL

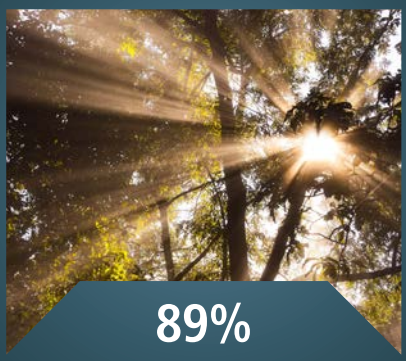
SEE COAT

LIGHT IS ESSENTIAL TO VISION

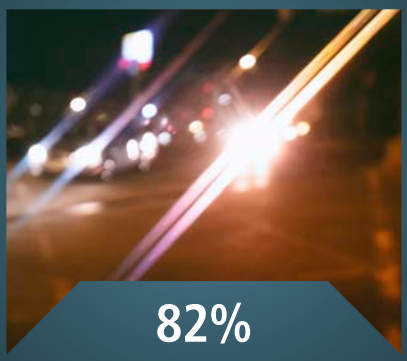
Light is at the origin of everything we see. It enables us to capture every moment with the fullest detail of colours, contrast, movements and more. Light is essential for our vision, yet it can have both good and bad influences on our perception of the world around us, the art is in finding the right balance.

LIGHT MANAGEMENT NEEDS MAY VARY[1]

The following light management issues are reported as most troublesome among wearers:



89%
Intense sunlight



82%
Glare at night while driving

78%
Light from digital devices

73%
Artificial indoor light

66%
Dim to dark light conditions

1.Data source: Light Experience Quiz (22,600 respondents)
2. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018).

LIGHT MANAGEMENT IS AS IMPORTANT AS VISION CORRECTION

At Nikon, we know light.

Thanks to our extensive knowledge on the influence of light on our vision, Nikon Lenswear has introduced many pioneering solutions to offer the most comprehensive range of light management solutions to match each wearer's lifestyle and vision needs.

MANAGING DIFFERENT WAVELENGTHS OF LIGHT

Light management needs can vary from one wearer to another depending on their lifestyle, activities and environments.

EXPOSURE TO UV LIGHT FROM THE SUN	EXPOSURE TO BLUE LIGHT[2] FROM SUN, INDOOR LIGHTING, DIGITAL DEVICES, ETC.	GLARE FROM VARIOUS LIGHT SOURCES CAN DISTRACT VISION	REDUCED LIGHT INTENSITY LOWERS THE EYES' SENSITIVITY TO COLOURS AND CONTRAST

Combining the best of our technologies, we expertly filter different wavelengths of light to bring you a new level of light management and vision performance.

THE ULTIMATE IN LENS PROTECTION

Nikon spectacle lenses are unique thanks to a perfect combination of the best materials, the best optical designs and the best coatings.

Our SeeCoat™ premium coatings portfolio provides a solution for every lifestyle, for cleaner, clearer, sharper and more durable spectacles lenses, even in the harshest of environments and conditions.

Developed using state-of-the-art technologies, SeeCoat™ pushes the limits of our lens capabilities to enhance optical lens performance and aesthetics, and give you and your patient the trust and reliability associated with a globally-renowned brand.

	STUNNING CLARITY, UNPARALLELED DURABILITY	ENHANCED DRIVING PERFORMANCE
	DIAMOND BOOSTER TECHNOLOGY	GLARE REDUCTION FILTER
ENHANCED DURABILITY	✓	✓
SUPER SCRATCH RESISTANT	✓	✓
SUPER SMUDGE RESISTANT	✓	✓
DUST RESISTANT	✓	✓
ANTI-REFLECTION	✓	✓
UV PROTECTION[1]	✓	✓
		Available with Pure Blue UV

1.100% front-surface UV protection on SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV in all indices, and on SeeCoat™ Next and SeeCoat™ Next Drive in Clear 1.53 and above. All SeeCoat™ coatings have back-surface UV protection. SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV protect from UV and Blue Light between 380nm to 500nm (with blue violet light between 400nm and 455nm as stated by ISO TR 20772-2018).

NGS COLLECTION

NEXT TECHNOLOGY

SEE COAT NEXT BLUE

CONTRAST IMPROVEMENT

BLUE LIGHT[2] FILTER

✓
✓
✓
✓
✓
✓

NEW

SEE COAT NEXT REVEAL

A NEW LEVEL IN LIGHT MANAGEMENT

PRECISE CONTRAST	VIVID COLOURS	LIGHT PROTECTION[3]
	✓	
	✓	
	✓	
	✓	
	✓	
	✓	

Includes Pure Blue UV

2. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018).
3. SeeCoat™ Next Reveal protects from UV light and glare and filters blue light (blue light between 380nm to 500nm with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018)


Stunning clarity,
unparalleled durability
Our longest-lasting lens coating, tested and proven to handle the rigors of daily wearing conditions.
SEE
COAT
NEXT

SEE COAT NEXT

A WHOLE NEW LEVEL OF PERFORMANCE AND DURABILITY

RESISTANCE REINVENTED

ANTI-REFLECTION
WATER REPELLENT
DUST REPELLENT

ENDURANCE REINVENTED

ENHANCED DURABILITY

SUPER SCRATCH RESISTANT

Up to 2x[1] less likely to get scratched vs SeeCoat™ Plus UV

PROTECTION REINVENTED

UV PROTECTION*

Optimal protection against UV light

CLEANLINESS REINVENTED

SUPER SMUDGE RESISTANT

More than 2x[2] easier to clean vs SeeCoat™ Plus UV

*100% front-surface UV protection available in clear lenses on 1.53 index and above, and in Pure Blue UV in all indices.
All SeeCoat™ coatings have back-surface UV protection.

SEE COAT NEXT

Clear	Pure Blue UV	Transitions®	Polarised	Tinted
Available				

1. Based on the average performance from the polishing cloth test where a polishing cloth is used to rub each lens in 4 directions side-to-side, up and down with a 1kg pressure.
The % of transmission is measured before and after rubbing. This process is repeated 100 times. Conventional lens = 1.6 material with ECC coating from Nikon. The performance may vary depending on actual usage conditions.
2. Based on the average performance from the ink durability test where black oil ink is applied on each lens after the lens is rubbed with a paper cloth using a 200g pressure and then cleaned off. This process is repeated 15,000 times.
Conventional lens = 1.6 material with ECC coating from Nikon. The performance may vary depending on actual usage conditions.

SEE COAT NEXT

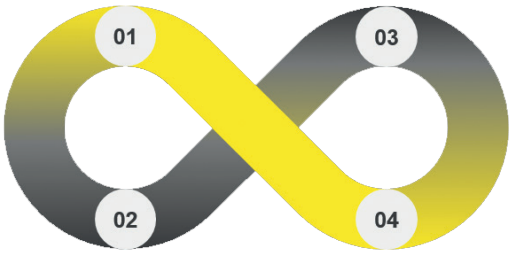
THE NEED FOR THE LATEST COATING TECHNOLOGY

CLARITY OF VISION CAN BE EASILY COMPROMISED BY MANY FACTORS RESULTING IN THE NEED TO CLEAN THE LENSES MORE FREQUENTLY WHICH COULD CAUSE WEAR AND TEAR TO THE LENSES OVER TIME

A CONTINUOUS CYCLE THAT MAY REDUCE THE CLARITY OF THE LENSES OVER TIME

01

THE LENSES GET DIRTY
The wearer wipes the lenses to clean them.



03

THE TOPMOST LAYER OF THE COATING STARTS TO WEAR OFF WITH WIPING
Over time, the topmost layer of the coating degrades through the wiping process.

02

THE LENSES COULD GET SCRATCHED WITH WIPING
The friction generated during the wiping process could cause visible and/or **invisible microscopic scratches** on the lenses, especially if the wrong fabric is used.

04

THE LENSES GET DIRTY QUICKER
As the topmost layer wears off, this results in a more frequent need to clean the lenses, in turn, compromising the surface further.

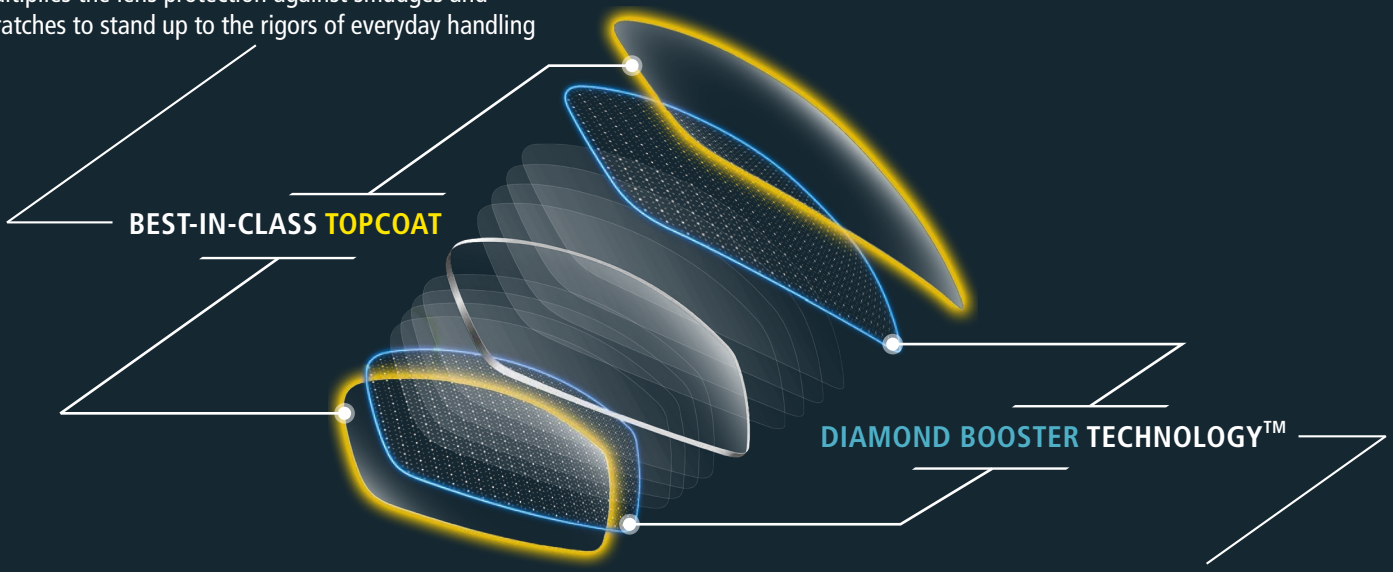
WITH EXISTING TECHNOLOGIES, THE OVERALL PERFORMANCE OF COATINGS IS IMPROVING, HOWEVER THEY STILL TEND TO WEAR DOWN OVER TIME.
THE MICROSCOPIC SCRATCHES THAT ARE INVISIBLE TO THE EYE REDUCE THE TRANSMISSION OF LIGHT THROUGH THE LENS, COMPROMISING VISUAL CLARITY.

SEE COAT NEXT

STUNNING CLARITY, UNPARALLELED DURABILITY

Bringing together the best-in-class topcoat and the new Diamond Booster technology™, SeeCoat™ Next pushes the limits of the everyday lens, delivering our longest-lasting lens coating ever.

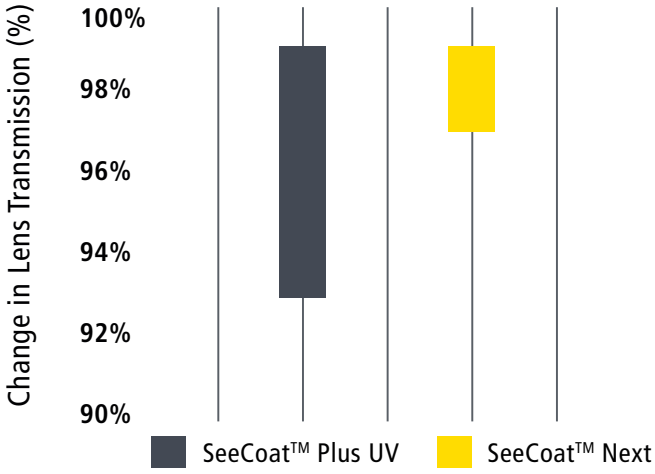
With the introduction of scratch resistance plus improved oleophobic and hydrophobic properties, the topcoat multiplies the lens protection against smudges and scratches to stand up to the rigors of everyday handling



A unique strengthening process, re-engineered from inside out, introducing a new level of lens durability so that the lens lasts longer over time

BEST-IN-CLASS TOPCOAT

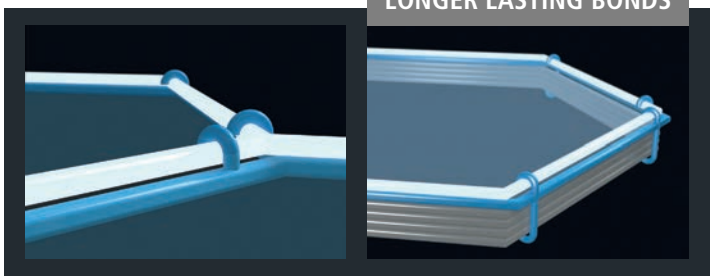
The topcoat combined with the Diamond Booster technology increases the resistance against microscopic scratches to ensure the lenses maintain their clarity over time.



SeeCoat™ Next maintains 60% better light transmission (98% compared to 93%) over time and therefore enhanced clarity of vision compared to SeeCoat™ Plus UV*.

DIAMOND BOOSTER TECHNOLOGY™

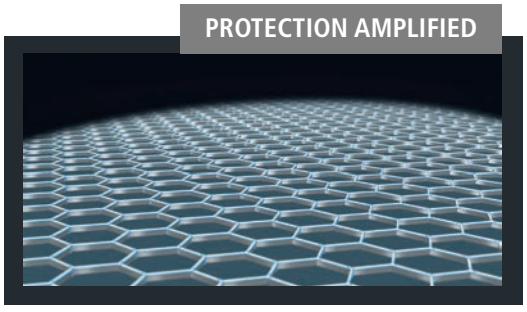
LONGER LASTING BONDS



The breakthrough booster layers are applied on the front and back surface of the lens, forming incredibly strong bonds between the topcoat and the anti-reflective coating layers.

They further reinforce the durability of the topcoat so that it does not get scratched and wear off easily during the daily wiping process.

PROTECTION AMPLIFIED



With a total of 12 bonded layers inter-locked in place, SeeCoat™ Next is engineered to multiply the lens protection, proven and tested in actual wearing conditions.

*Polishing cloth test - wiping the lens in 4 directions with 1kg of pressure 100 times


POWERED BY SEECOAT™
NEXT TECHNOLOGY
A new level in
light management
SEE
COAT
NEXT
REVEAL

A NEW LEVEL IN LIGHT MANAGEMENT

LIGHT IS AT THE ORIGIN OF EVERYTHING WE SEE

The amount of light around us affects our perception of contrast, colours and details.

IN BRIGHT LIGHT

There is enough light to perceive contrast and colours as they are. However we are exposed to UV, blue light[1], and glare which can cause some discomfort and reduce the perception of contrast.

IN DIM LIGHT

Due to insufficient light, the perception of contrast and colours can be affected.

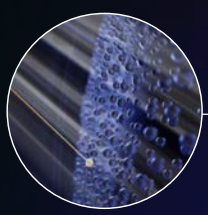
We remain exposed to blue light[1] emitted by **artificial light and screens.**

INNOVATIVE COATING TECHNOLOGY

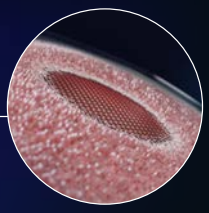
With long-standing expertise in light management, Nikon Lenswear continues to create innovative solutions to enhance and protect every wearer's vision.

THE SYNERGY OF THE BEST LIGHT TECHNOLOGIES

SeeCoat™ Next Reveal is the synergy of our best light technologies to provide superior contrast and colours even in dim light and provides all-in-one protection without compromising aesthetics.



LIGHT PURIFICATION TECHNOLOGY



CONTRAST BOOST TECHNOLOGY

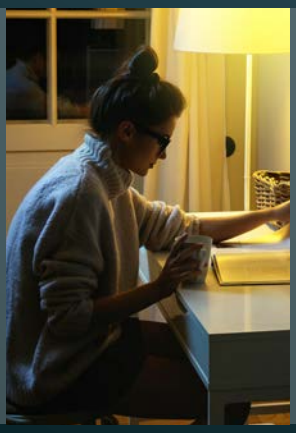
Pure Blue UV	Transitions®	Polarised	Tinted
Included	Unavailable		

1. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018).

THE NEED FOR PRECISE CONTRAST & COLOUR PERCEPTION

CONTRAST REDUCED IN DIM LIGHT

We need light to see. When the light dims, whether in a dark room or at night, there may be insufficient light for our eyes to perceive colours, details and contrast as they are meant to be seen.



92% of wearers experienced difficulty seeing in dim light conditions[1]

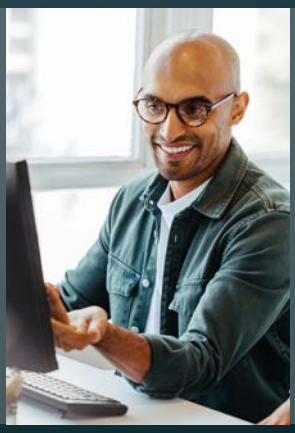
3 out of 4 consumers are looking for solutions to brighten their vision[1]

UNCOMFORTABLE LIGHTS AROUND US

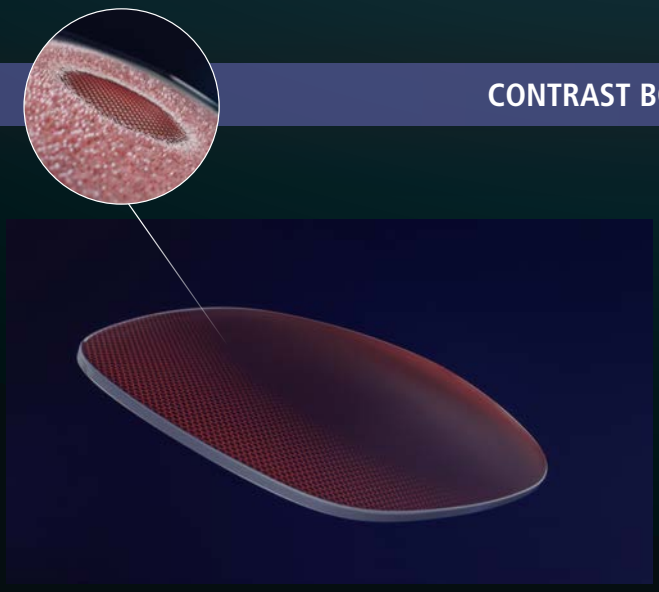
Throughout the day, we are surrounded by different light sources such as the sun, indoor lighting, digital devices and more. Some are beneficial while others are not. Exposure to UV, blue light[2] and glare may be uncomfortable.

69% of wearers found the light emitted from **digital devices** to be troublesome[3]

73% of wearers found **artificial indoor lighting** to be troublesome[3]



CONTRAST BOOST TECHNOLOGY



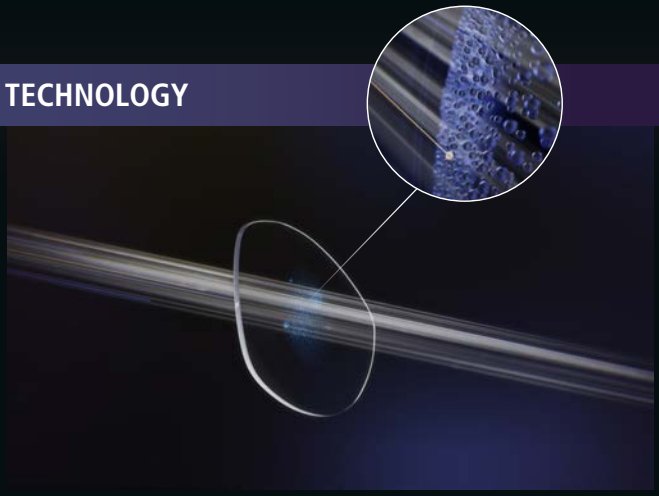
For finer perception of contrast and colours in different light conditions while reducing the distracting effect of glare in dim light.

Unique Contrast Boost Technology selectively filters out some of the light transmitted between 530nm to 570nm (yellows and greens) to refine the overall transmission towards the longer wavelengths (reds).

LIGHT PURIFICATION TECHNOLOGY

For all-day clarity and comfort.

Embedded molecules within the lens intelligently filter and absorb UV and part of the blue light[2] spectrum from both outdoor and indoor sources before the light reaches the eyes.

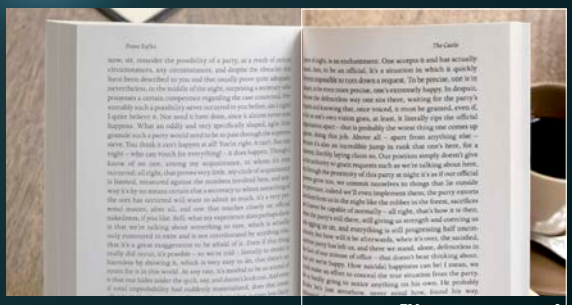


1. Consumer online survey on 634 consumers aged 25 - 70 y.o. in Canada, China & France, Jan to Feb 2018.
2. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018).
3. Light Experience Quiz (22,600 respondents).

THE SOLUTION FOR PRECISE CONTRAST & COLOUR PERCEPTION

PRECISE CONTRAST

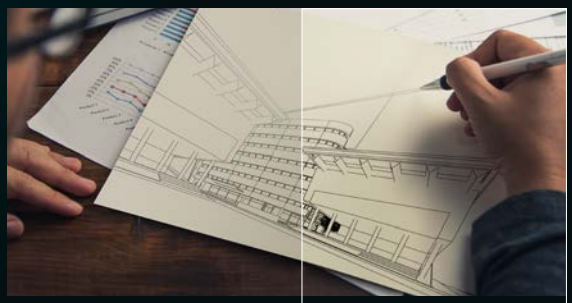
READ WITH SUPERIOR COMFORT



Conventional lens | **SeeCoat™ Next Reveal**

Thanks to a finer perception of contrast and details, it becomes easier to read even small texts in dimly-lit environments.

CLEARER DISTINCTION OF CONTRAST AND DETAILS



Conventional lens | **SeeCoat™ Next Reveal**

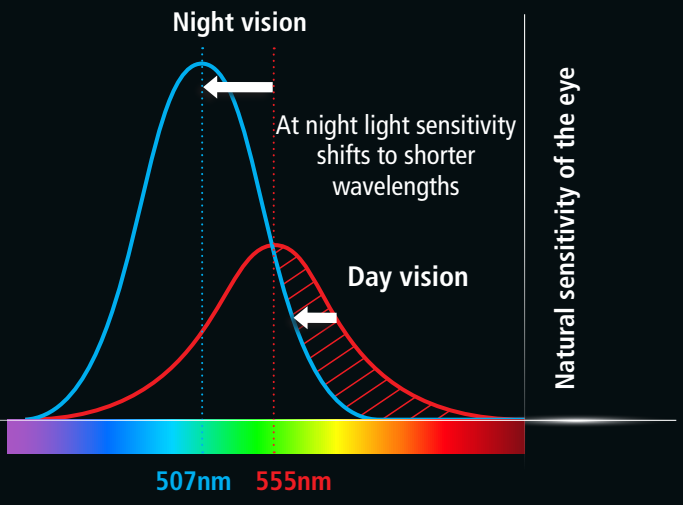
SeeCoat™ Next Reveal filters the shorter wavelengths to reduce the scattered light and augment the distinction of contrast and details in different light conditions.

VIVID COLOURS

ENJOY THE FULLNESS OF COLOURS EVEN IN LOW LIGHT

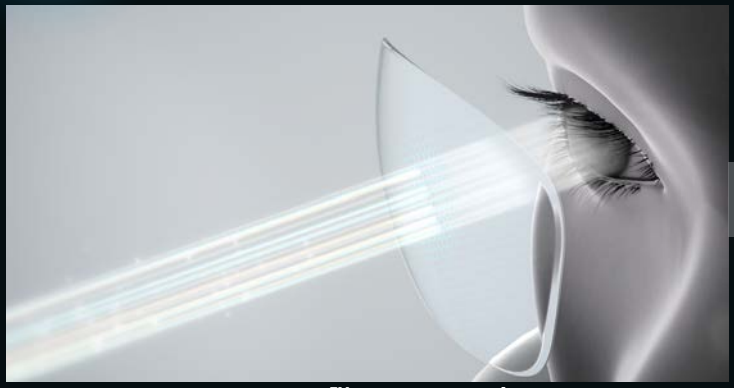
When light dims, there is a natural shift of the eye's luminance sensitivity towards blues, hence reds may appear to be duller.

The Contrast Boost Technology normalises this shift so that the eyes perceive the colours to be warmer and closer to how they are in the day.



LIGHT PROTECTION[4]

ALL-IN-ONE PROTECTION WITHOUT COMPROMISING AESTHETICS



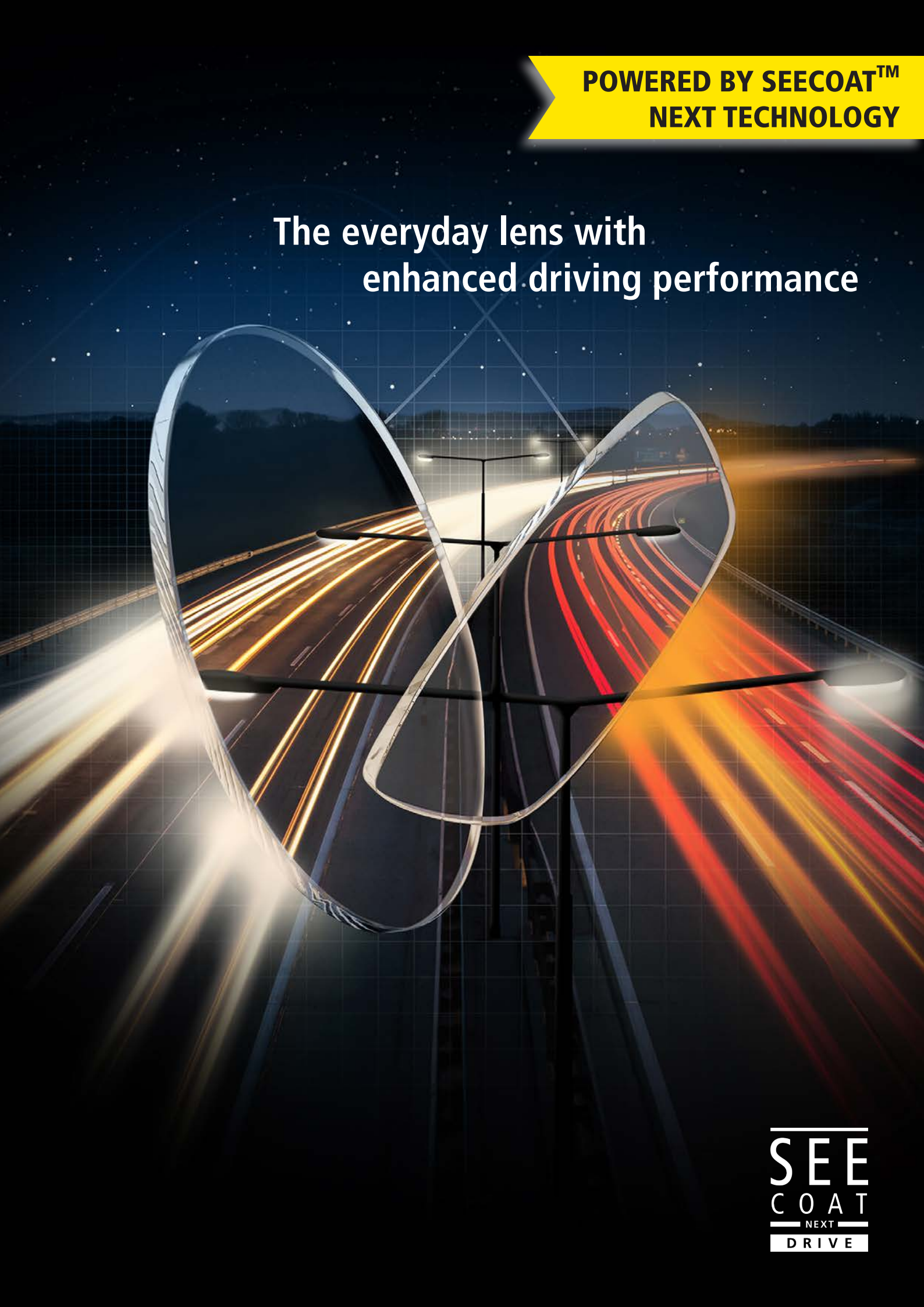
SeeCoat™ Next Reveal

SeeCoat™ Next Reveal smartly protects from UV and filters blue light[2] to offer all-day clarity and comfort without much compromise to the appearance.

Up to 35% of blue light filtered[3]

All-day protection from UV light[4]

4. SeeCoat™ Next Reveal protects from UV light and glare and filters blue light (blue light between 380nm to 500nm with blue-violet light between 400 and 455nm asstated by ISO TR 20772:2018)


POWERED BY SEECOAT™
NEXT TECHNOLOGY
The everyday lens with
enhanced driving performance
SEE
COAT
NEXT
DRIVE

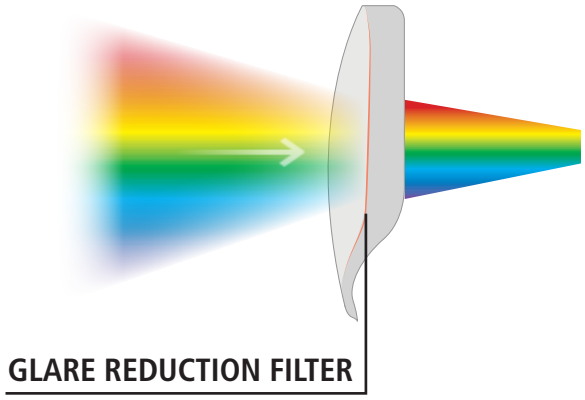
THE EVERYDAY LENS WITH ENHANCED DRIVING PERFORMANCE

NIKON'S MOST ADVANCED EVERYDAY LENS SOLUTION, TO PROVIDE THE BEST VISION FOR DRIVERS.

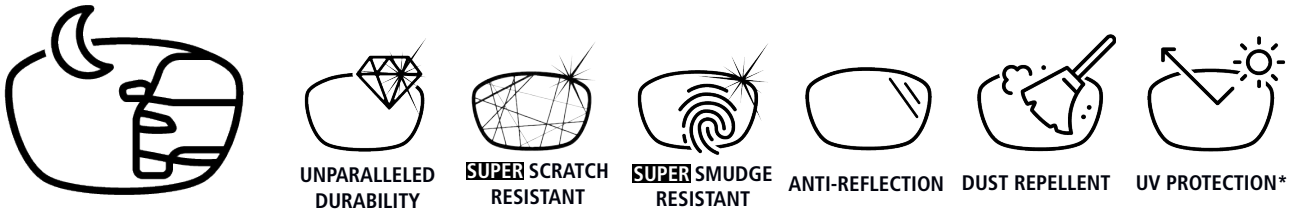
In the dark, our vision is reduced by the reflection and glare on our lenses, especially while driving. This can be disorientating and potentially dangerous for drivers as it can take longer to detect hazards and obstacles on the road.

50% OF PEOPLE DON'T FEEL COMFORTABLE DRIVING IN THE DARK[1]

SeeCoat™ Next Drive uses Nikon's most advanced reflection technology to reduce the blinding effect of glare caused by oncoming headlights, street lights and other light sources when driving in the dark. SeeCoat™ Next Drive also offers superior vision in the light, providing the perfect solution for driving at any time of day or night.



INCLUDING PREMIUM SEECOAT™ NEXT COATING PROTECTION



Clear	Transitions®	Polarised	Tinted
Available		Unavailable	

1. Source: Online survey conducted by BVA for the Association Prevention Routiere (Road Safety Association) from 29 July to 4 August 2014 based on a representative sample of 1000 motorists aged 18 and over.
2. 100% front-surface UV protection on SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV in all indices, and on SeeCoat™ Next and SeeCoat™ Next Drive in Clear 1.53 and above. All SeeCoat™ coatings have back-surface UV protection. SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV protect from UV and Blue Light between 380nm to 500nm (with blue violet light between 400nm and 455nm as stated by ISO TR 20772-2018).

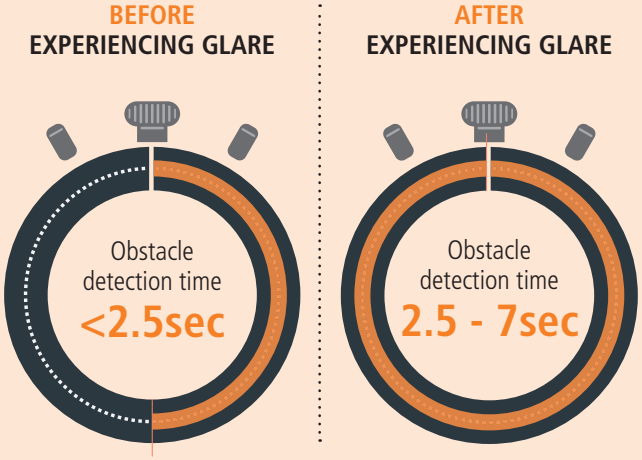
THE NEED FOR COMFORTABLE VISION IN THE DARK

A LOT OF TIME IS SPENT ON THE ROAD

The road is the most popular form of travel in the UK. However, with many light sources on the road, the experience of glare is common and can make vision feel uncomfortable.

	Of the **total distance** travelled in the UK, we travel 78% by road*	Of **all journeys made** in the UK, we travel 59% by road*
	78%	59%
	11%	2%
	3%	31%
OTHER (INCLUDING CYCLISTS)	8%	8%

GLARE INCREASES THE TIME TAKEN TO DETECT OBSTACLES



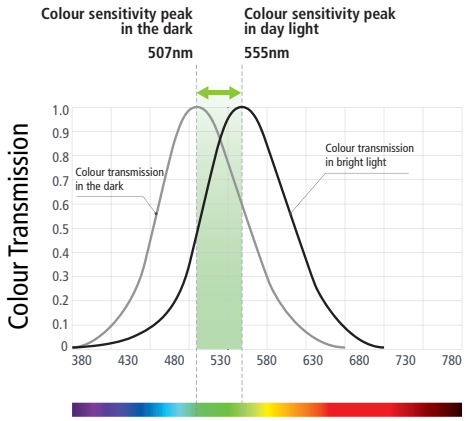
meaning you potentially detect the obstacle up to

100 METRES LATER**

OUR EYES ARE MOST SENSITIVE TO GREEN LIGHT, ESPECIALLY IN THE DARK

If we are presented with three separate lights, coloured red, green and blue, we would always perceive the green to be the brightest. This sensitivity to green wavelengths is increased when it gets darker.

Many anti-reflective coatings in the market today have peak reflectance in the middle of the visible spectrum (green). The reflection of green wavelengths in the dark can result in an increased perception of glare.



* Source: Gov UK, tsgb-2022-report-summaries.pdf

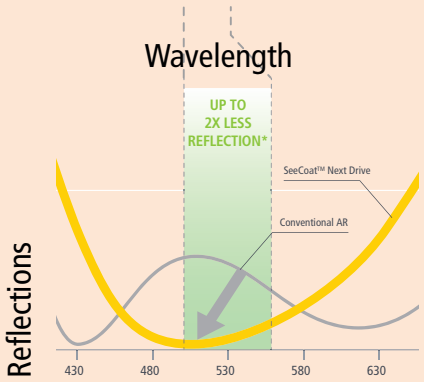
**At 56mph

Source: Online survey conducted by BVA for the Association Prevention Routiere (Road Safety Association) from 29 July to 4 August 2014 based on a representative sample of 1000 motorists aged 18 and over.

THE SOLUTION FOR COMFORTABLE VISION IN THE DARK

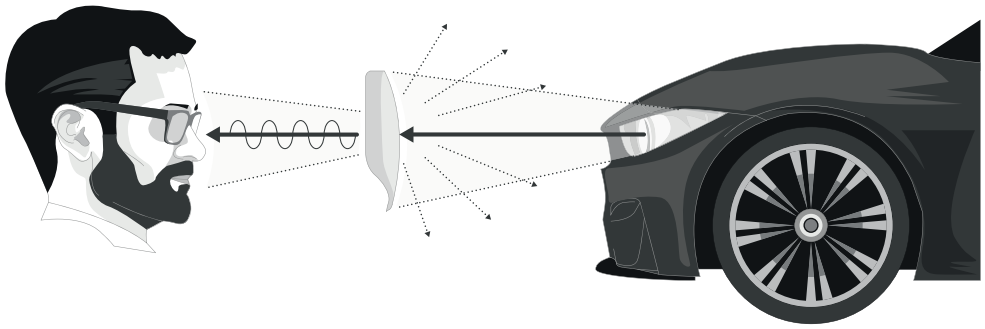
SEECOAT™ NEXT DRIVE DRAMATICALLY REDUCES THE REFLECTION OF GREEN LIGHT IN THE DARK

It shifts the peak of reflections to a higher, less sensitive wavelength.
That is also why the lens has an amber bloom.



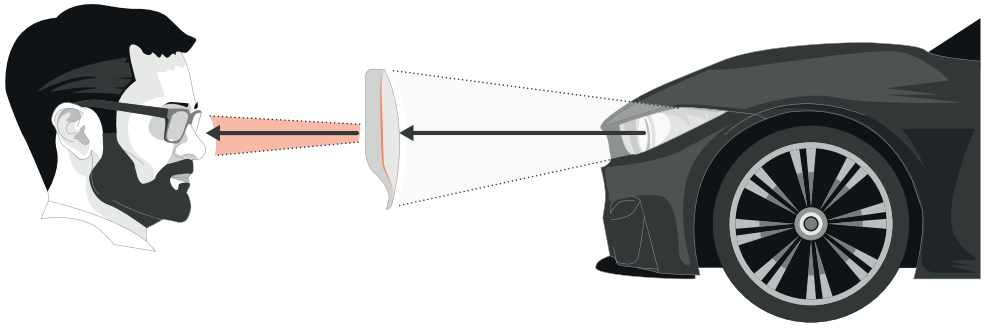
CONVENTIONAL LENSES

With conventional lenses, light sources and reflective objects create disturbing glare.



SEECOAT™ NEXT DRIVE LENSES

With SeeCoat™ Next Drive, light reflection is minimised in the green area, this means light sources and reflective objects are sharply outlined and the sensation of glare is reduced.



91% OF DRIVERS

say 'some' or 'most' car headlights are too bright*.

*Source: RAC 2019 Survey of 1,215 people who drive at least once a month

POWERED BY SEECOAT™ NEXT TECHNOLOGY

Enhanced solution

for blue light

SEE COAT NEXT BLUE

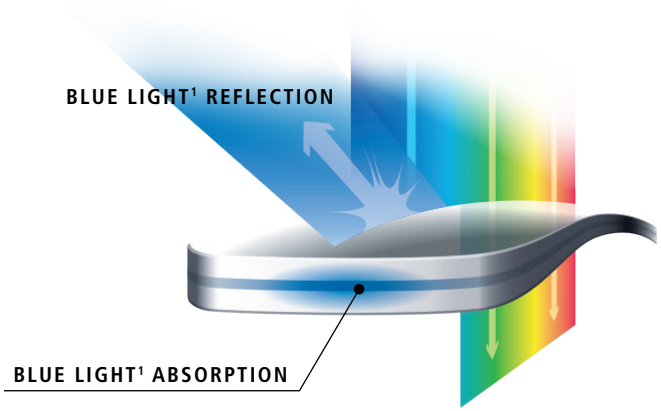
ENHANCED SOLUTION FOR DIGITAL BLUE LIGHT[1]

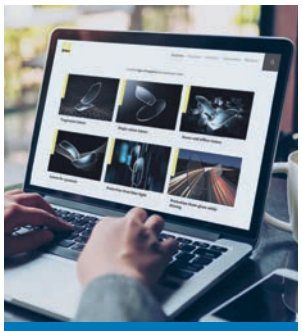
TO BRING WEARERS THE BEST PROTECTION AGAINST BLUE LIGHT[1] EMITTED FROM INDOOR LIGHTING AND DIGITAL DEVICES.

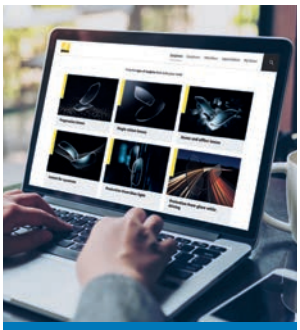
We are spending longer hours than ever before using a wide variety of digital devices for work, education and entertainment. As a result of digital device usage, 95% of wearer's have reported experiencing symptoms such as headaches, dry or irritated eyes and blurry vision[2].

DIGITAL DEVICES EMIT POWERFUL BLUE LIGHT[1]

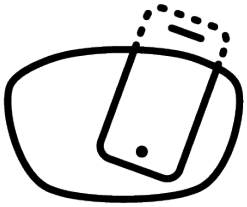
As a world pioneer in blue cut AR coatings, Nikon developed SeeCoat™ Next Blue. SeeCoat™ Next Blue filters blue light[1] while offering the wearer improved colour perception and contrast when using digital screens.




Conventional lens


SeeCoat™ Next Blue

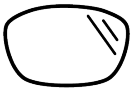
INCLUDING PREMIUM SEECOAT™ NEXT COATING PROTECTION


BLUE LIGHT FILTER


UNPARALLELED DURABILITY


SUPER SCRATCH RESISTANT


SUPER SMUDGE RESISTANT


ANTI-REFLECTION


DUST REPELLENT


UV PROTECTION[3]

Clear	Transitions®	Polarised	Tinted
Available		Unavailable	

1. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018).
2.Source: IPSOS, AMD and Blue Light opinion survey, USA, Germany, China- 2012 n=600 (USA), n=600 (GER), n=600 (China)
3.100% front-surface UV protection on SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV in all indices, and on SeeCoat™ Next and SeeCoat™ Next Drive in Clear 1.53 and above. All SeeCoat™ coatings have back-surface UV protection SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV protect from UV and Blue Light between 380nm to 500nm (with blue violet light between 400nm and 455nm as stated by ISO TR 20772-2018).

THE NEED FOR DIGITAL BLUE LIGHT PROTECTION

BLUE LIGHT[1] FROM THE MODERN LIFESTYLE

The usage and ownership of digital devices has notably increased over the last ten years with many adults now spending over half of their waking hours interacting with a digital screen.

3.6

IS THE AVERAGE NUMBER OF DEVICES OWNED BY DIGITAL CONSUMERS[2]

10h

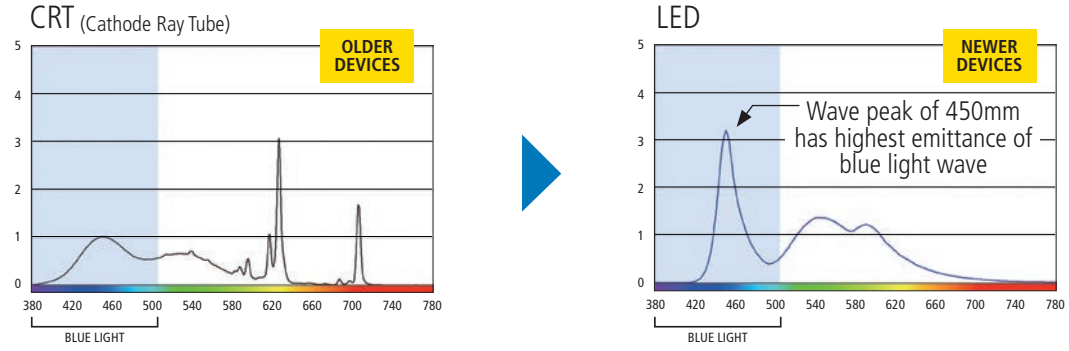
IS THE AVERAGE TIME SPENT ON SCREENS EVERYDAY[3]

95%

OF CONSUMERS LINKED AT LEAST 1 EYE SYMPTOM TO USAGE OF DIGITAL DEVICES[4]

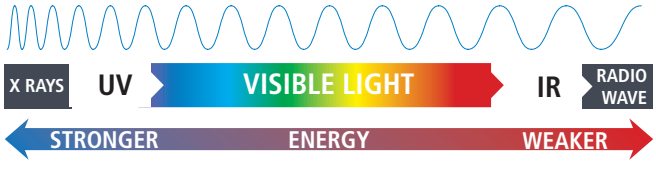
MORE BLUE LIGHT[1] RAYS SURROUND US

Modern screens are built with a combination of flat panels with LED back lighting in order to achieve a brighter display. These light sources result in a surge in the emittance of blue light[1].

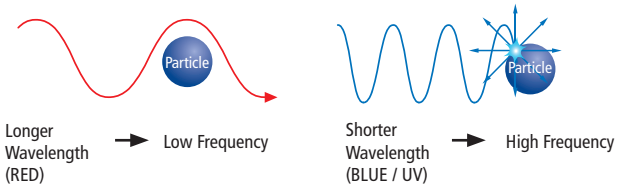


UV and blue light[1] rays have a strong energy which, along with a shorter wavelength, causes them to disperse easily. This results in reduced contrast and may lead to some visual discomfort.

UV AND BLUE LIGHT[1] RAYS HAVE HIGHER ENERGY[5]



UV AND BLUE LIGHT[1] RAYS EASILY DISPERSE

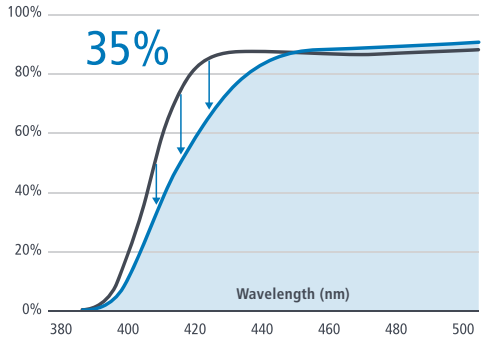


1. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018).
2. Globalwebindex Q4 2015, internet users aged 16-64
3. 1eMarketer 4/15, US average time spent on screen per day
4. Source: IPSOS, AMD and Blue Light opinion survey, USA, Germany, China - 2012 n= 600 (USA), n= 600 (GER), n=600 (China) 5. Karl Citek, Bret Andre, Jan Bergmanson, et al. The eye and solar ultraviolet radiation: new understandings of the hazards, costs and prevention of morbidity, Points de Vue, International Review of Ophthalmic Optics, Online publication, Spring, 2011
5. Source: Computer Vision Syndrome written by American Optometric Association, http://www.aoa.org/x5374.xml

THE SOLUTION FOR DIGITAL BLUE LIGHT PROTECTION

IMPROVED BLUE LIGHT[1] CUT

SeeCoat™ Next Blue effectively reduces blue light[1] while maintaining high transmittance of other wavelengths, providing a more natural perception of colour than standard blue cut coatings.



MINIMISED BLUE REFLECTION

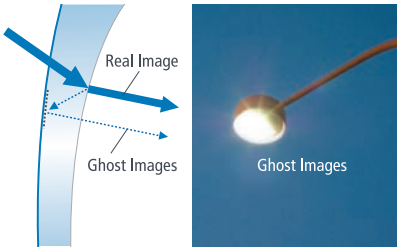
The overall reflection on SeeCoat™ Next Blue is reduced effectively and provides a more natural look suited for daily use.

STANDARD BLUE CUT COATING

SEECOAT™ NEXT BLUE

MINIMISED GHOST IMAGES

SeeCoat™ Next Blue optimises peak reflection wavelengths on both front and back surfaces of the lens minimising the ghost images by 64% to a level of 0.04% for ultimate visual comfort.



FRONT & BACK SURFACE UV PROTECTION

SeeCoat™ Next Blue contains an anti-reflective technology that cuts UV rays from both sides of the lens.

CONVENTIONAL LENS

SEECOAT™ NEXT BLUE

86% OF WEARERS

would be interested in lenses that would protect their eyes from blue light*

*Source: IPSOS, AMD and Blue Light opinion survey, USA, Germany, China- 2012 n=600 (USA), n=600 (GER), n=600 (China)

UNDERSTANDING THE NEED

1 ASSESS THE PATIENT

ASK YOUR PATIENT...

DO THEY STRUGGLE WITH CONTRAST, BRIGHTNESS, READING OR SPOTTING FINER DETAILS IN DIM LIGHT CONDITIONS?

- "How do you feel when reading in dim light? (i.e menus in restaurants)."
- "Do you have difficulty reading small print or spotting finer details in dim lighting?"
- "Do you feel colours aren't as bright as they used to be, especially when it's dark?"

YES → SEE COAT NEXT REVEAL

NO

DO THEY STRUGGLE WITH GLARE IN DIM LIGHT OR DARK CONDITIONS?

- "Are you sensitive to glare when it's dark?"
- "How do you feel driving, or as a passenger in the dark?"
- "Do you struggle with glare when walking in dark/dim light conditions?"

YES → SEE COAT NEXT DRIVE

MULTI-PAIR SOLUTION

NO

DO THEY SUFFER FROM VISUAL FATIGUE OR CONTRAST ISSUES ON DIGITAL DEVICES?

- "How many hours a day do you spend on digital devices?"
- "Do you get tired, watery eyes while using digital devices?"
- "Do you struggle with contrast or notice flicker on digital device screens?"

YES → SEE COAT NEXT BLUE

NO

THE PREMIUM IN EVERYDAY LENS PROTECTION

→ SEE COAT NEXT

RECOMMENDATION

2 RECOMMEND BASED ON NEED

I RECOMMEND SEECOAT™ NEXT REVEAL...

- "Enhances colours so they appear brighter in dim/dark light, more so when reading."
- "Improves contrast to show finer details, making it easier to read in dim light conditions."

SEECOAT™ NEXT REVEAL

PRECISE CONTRAST | VIVID COLOURS | LIGHT PROTECTION[1]

Powered by SeeCoat™ Next Technology

1. SeeCoat™ Next Reveal protects from UV light and glare and filters blue light (blue light between 380nm to 500nm with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018)

I RECOMMEND SEECOAT™ NEXT DRIVE...

- "Reduces glare when outside in dim or dark conditions particularly from car headlights and street lights."
- "The most advanced lens for driving during the day or night."

SEECOAT™ NEXT DRIVE

GLARE REDUCTION FILTER

Powered by SeeCoat™ Next Technology

I RECOMMEND SEECOAT™ NEXT BLUE...

- "As it can improve comfort and contrast when looking at digital devices."

SEECOAT™ NEXT BLUE

BLUE LIGHT[2] FILTER

Powered by SeeCoat™ Next Technology

2. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018)

I RECOMMEND SEECOAT™ NEXT...

- "Your vision will feel clearer and your lenses will appear more aesthetically pleasing."
- "Nikon's longest lasting lens coating ever, super easy to clean and super tough against scratches with an 18-month guarantee."

SEECOAT™ NEXT

DIAMOND BOOSTER

*100% front-surface UV protection on SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV in all indices, and on SeeCoat™ Next and SeeCoat™ Next Drive in Clear 1.53 and above. All SeeCoat™ coatings have back-surface UV protection. SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV protect from UV and Blue Light between 380nm to 500nm (with blue violet light between 400nm and 455nm as stated by ISO TR 20772-2018).

CAPTIVATE YOUR CONSUMERS WITH DEMONSTRATION

SEE COAT NEXT REVEAL	SEE COAT NEXT DRIVE	SEE COAT NEXT BLUE	SEE COAT NEXT
PRECISE CONTRAST AND VIVID COLOUR PERCEPTION EVEN IN DIM LIGHT	REDUCED GLARE IN LIGHT AND DARK CONDITIONS	IMPROVED CONTRAST WHEN LOOKING AT TEXT ON A SCREEN	SUPER SCRATCH AND SUPER SMUDGE RESISTANT WITH ENHANCED DURABILITY

1 SEECOAT™ PORTFOLIO

Present the required **SeeCoat™ demo lens** to the patient,
allow the patient to **experience the Nikon difference** by looking through the lens.

• Ask the patient to **LOOK AT COLOURS**, particularly red tones. • After 60 seconds, ask the patient to slowly move the demo lens from their eyes. • They should have noticed that colours appeared brighter when looking through the demo lens, with a better result in dim light conditions.	• Ask the patient if they see **LESS REFLECTIONS** when looking around. • Ask the patient to look at themselves in the mirror to see the aesthetic benefits of the lens. • They should have noticed that the demo lens appeared clearer with fewer reflections.	• Ask the patient to look at **THEIR DIGITAL DEVICES.** • The patient should compare with and without the demo lens while looking at their device. • They should have noticed that their vision felt more comfortable and contrast was improved when looking through the demo lens.	• Ask the patient to **LOOK AT THE SURFACE OF THE DEMO LENS.** • Show the patient the reduction in reflections compared to an uncoated lens. • Run a finger across the lens then wipe with a cloth to show the patient the ease of cleaning.

2 DIGITAL DEMONSTRATION

DEMONSTRATE THE BENEFITS OF THE COATING
USING THE LENSWEAR-I OR THE IPAD REVEALER

3 HANDS-ON DEMONSTRATION

DEMONSTRATE THE BENEFITS OF
SEECOAT™ NEXT REVEAL

■ EXPERIENCE PRECISE CONTRAST & VIVID COLOURS

■ BLUE LIGHT FILTERING

LIFESTYLE COATINGS RECOMMENDATIONS SUMMARY

SEE COAT NEXT REVEAL

ADVANCED LIGHT PURIFICATION AND CONTRAST BOOST TECHNOLOGY

Precise contrast and vivid colour perception even in dim light

SEE COAT NEXT DRIVE

REDUCES PERCEPTION OF GLARE

Perception of glare is reduced to improve driving performance

SEE COAT NEXT BLUE

BLUE LIGHT[1] FILTER

Enhanced contrast and comfort while using digital devices

*Some wearers may experience a change in the perception of true colour.

OFTEN RECOMMENDED FOR

- Dim light conditions
- 40-65 year olds
- Artists
- Florists
- Avid readers
- Jewellers
- Beauticians
- Photographers
- Health workers
- Retail workers
- Production workers
- Night shift workers
- Miners
- Myopes

- Suitable for everyone
- Drivers (Business & leisure)
- Drivers (Professional)
- Night shift workers
- Outdoor enthusiasts
- Dog walkers
- Cyclists
- Runners
- Retail workers
- Production workers
- Paramedics
- Agricultural Workers
- Outdoor construction
- Outdoor sports

- Improving Contrast
- IT workers
- Gamers
- Finance workers
- Students
- Home workers
- Teachers
- Receptionists
- Administrators
- Solicitors
- Estate agents
- Security workers
- Office workers
- Health workers
- Retail workers
- Production workers

SEE COAT NEXT

UNPARALLELED DURABILITY | SUPER SMUDGE RESISTANT | SUPER SCRATCH RESISTANT | Anti-Reflection | Dust Repellent | UV Protection[2]

1. Blue light between 380nm to 500nm (with blue-violet light between 400 and 455nm as stated by ISO TR 20772:2018).
2. 100% front-surface UV protection on SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV in all indices, and on SeeCoat™ Next and SeeCoat™ Next Drive in Clear 1.53 and above. All SeeCoat™ coatings have back-surface UV protection. SeeCoat™ Next Blue, SeeCoat™ Next Reveal and Pure Blue UV protect from UV and Blue Light between 380nm to 500nm (with blue violet light between 400nm and 455nm as stated by ISO TR 20772-2018).

DESPATCH SERVICES

Nikon Optical UK is already recognised for its fast delivery times and with our Super Fast Track and Fast Track service options, we can be even faster. Available across the widest range of products.

SUPER FAST TRACK

24hr: Surfaced remote edge & uncut
48hr: Surfaced glazed

- ☑ Surfaced (SeeCoat™ Next, SeeCoat™ Next Drive, Ikon, and HC lenses only)
- ☑ Clear / Pure Blue UV (excluding 1.74) / Polarised[1] / Transitions® Signature®[1]

- Not available with SeeMax Sports

£15 per lens

FAST TRACK

48hr: Surfaced remote edge & uncut
72hr: Surfaced glazed

- ☑ Surfaced (SeeCoat™ Next, SeeCoat™ Next Drive, Ikon, and HC lenses only)
- ☑ Clear / Pure Blue UV (excluding 1.74) / Polarised[1] / Transitions® Signature®[1]
- ☑ Stock lenses (see service in chart below)
  Except NL-SP 1.5 SeeCoat™ Next, SeeCoat™ Next Drive and SeeCoat™ Next Blue

- Not available with SeeMax Sports

£7.50 per lens

PRIORITY SERVICE

Orders on this service will be **prioritised through all stages of production for despatch as quickly as possible.**

Only available for the following products:

- ☑ SeeCoat™ Next Reveal (excluding 1.74)
- ☑ SeeCoat™ Next Blue
- ☑ Tints / Polarised Colours & Gradients[2]
  Some tints may be subject to longer lead times. Check with Customer Services for full availability.

£7.50 per lens

STANDARD

Order despatch time **depending on lens finish required.**
(See service in chart below)

The following products are **only** available with Standard service and may be subject to longer lead times:

- ☑ Prism larger than 3 in any meridian to be checked with Customer Service (within 6 working days)
- ☑ Transitions® XTRActive® (within 6 working days)
  Transitions® Style Colours (within 9 working days)
  Transitions® XTRActive® Polarised (within 9 working days)
- ☑ Pure Blue UV 1.74 (within 14 working days)
- ☑ Bifocals (within 10 working days)
- ☑ Mirrors and 1.74 tints (within 14 working days)
- ☑ Performance Polarised (within 9 working days)
- ☑ SeeCoat™ Next Reveal 1.74 (within 14 working days)

SPORTS SPECIALIST GLAZING

Will require an additional **48 hours to despatch.**

The following products are **only** available with the Sports Specialist Glazing service:

- ☑ Non standard bevel
- ☑ Vented lenses
- ☑ Notched lenses
- ☑ Non standard drilled rimless
- ☑ Frames/material included in 'Bespoke Service'

£15 per lens

■ ***SUPER*** **FAST TRACK[1]** ■ **FAST TRACK[1]** ■ **STANDARD**

		ORDER PLACED[3] DAY+0	DAY +1	DAY +2	DAY +3	DAY +4	DAY +5	DAY +6	DAY +7
SURFACED	UNCUT / REMOTE EDGE		***SUPER*** FAST TRACK 24hr[5]	FAST TRACK 48hr	STANDARD 3-4 working days				
	GLAZED[4]			***SUPER*** FAST TRACK 48hr[5]	FAST TRACK 72hr	STANDARD 4-5 working days		SPORTS SPECIALIST +2 working days	
STOCK	UNCUT	Same Day Order placed by 6pm			STANDARD 3-4 working days				
	REMOTE EDGE	FAST TRACK Same Day Order placed by 6pm	STANDARD 1-2 working days						
	GLAZED[4]		FAST TRACK 24hr	STANDARD 2-3 working days				SPORTS SPECIALIST +2 working days	

[1] Excluded from Super Fast Track and Fast Track: Polarised Colours and Gradients, Xtractive® Polarised, Transitions® Xtractive®, Transitions® Style Colours, Tints and Mirrors.
[2] Availability with SeeMax Sports will depend on frame and edge type.
[3] Although orders can be placed on weekends, despatch timing applies to working days only.
[4] Frame needs to be received within 24 hours of order placement. If frame is not received, Super Fast Track charges still apply.
[5] If Super Fast Track is not achieved, Fast Track will be applied automatically.

TERMS & CONDITIONS

1. Super Fast Track and Fast Track Services are defined as: from verified order placement to order despatched from Nikon's system (please note our collection service from Nikon Optical UK is approximately 8:30pm).
2. Weekends and Bank Holidays are excluded from this service.
3. In the unlikely event of a delay resulting in late despatch, there will be no Fast Track charges payable. The lenses will remain chargeable.
4. For Glazed Super Fast Track and Fast Track, if the frame is not received within 24hrs the service charge will still apply, even if time limit has passed.
5. Bespoke glazing not included.
6. Nikon Optical UK reserve the right to refuse to accept a glazing order for the Super Fast Track and Fast Track services should it be deemed to be 'complex'.
7. In cases when an order is subject to query, the service process will start upon the query being resolved.
8. Nikon Optical UK cannot be held responsible for any delays due to incorrectly placed orders or once the order has been passed to our couriers.

WHY NIKON COATINGS?

- 18-MONTH SCRATCH GUARANTEE
- TRUSTED AND ICONIC BRAND
- INNOVATIVE FEATURES
- SIMPLE & EASY DISPENSING
- FULL RANGE OF INDICES
- WIDEST RANGE OF LIFESTYLE COATINGS AVAILABLE
- EXCLUSIVE TECHNOLOGIES
- CUSTOMER SATISFACTION
- CUSTOM LENSES AVAILABLE
- CUSTOMER LOYALTY

Nikon Optical UK Customer Service Team:

■ Tel: 01908 214100 ■ Fax: 01908 214103 ■ Email: enquiries.uk@nikonlenswear.com ■ Web Chat on MyNikonHub

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facebook.com/nikonlenswearuk
linkedin.com/company/nikon-optical
www.nikonlenswear.com/uk

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NOUK-SCM-V23-11012024