

NEWS 2009

IODA

IODACHROME
THE NEW PHOTOCHROMATIC LENSES
"MASS PHOTOCROMATISM"

AESTHETICS

INTELLIGENT
ACTIVATION

PRICE

DATA SHEET IODACHROME

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IODACHROME

THE NEW PHOTOCHROMATIC LENSES

“ MASS PHOTOCHROMATISM ”

IODA's R&D department is glad to present to you its new finished and semifinished photocromic lenses: IODACHROME.

Our job has been calibrated in order to offer you three new aspects:

1) **Aesthetics**

2) **Intelligent Activation**

3) **Good price**

AESTHETICS

These new lenses have a new kind of photocromatism called “mass photocromatism” which permit an **extremely homogeneous, pure and clear colour**.

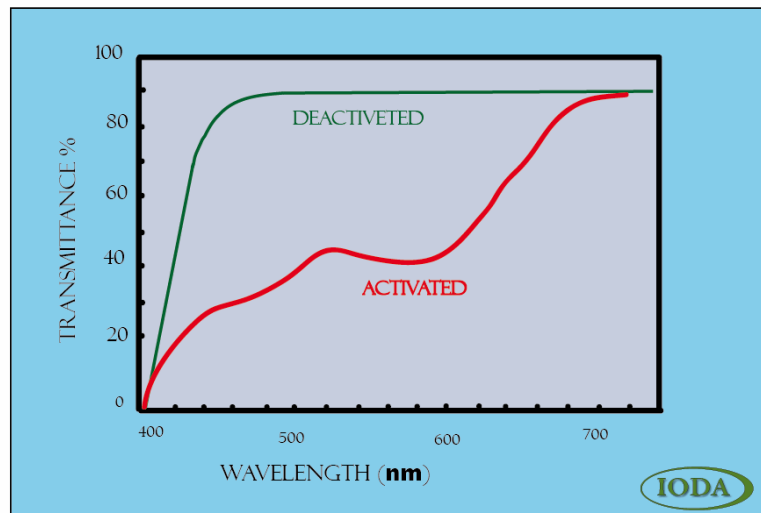
This is more true than we want guarantee: **new aesthetics** beyond any comparison, which can easily be recognised by non experts.

As can be noted, the grey colour will be a pure grey and will not present any kind of reddish chrome as is the case with other photocromatic products.

Moreover we want to **guarantee the homogeneity of the dyes also for the thicker lenses, especially for the negative ones**. In

fact in the past there were big differences of colouring between the thicker and thinner lenses.

Usually the ticker lenses are darker than the thinner ones.



Thanks to the special transmittance of the new materials only the external molecules are activated and, as a result, excellent homogeneity over the entire surface is obtained. In this way **the thickness doesn't change the colour of the lenses.**

From a technical point of view we would like to inform you that these new lodachrome lenses present excellent results as regards the ageing duration and adherence to surface (anti-glare, anti-scratch).

INTELLIGENT ACTIVATION

The new approach towards "mass photocromatism presents two important advantages:

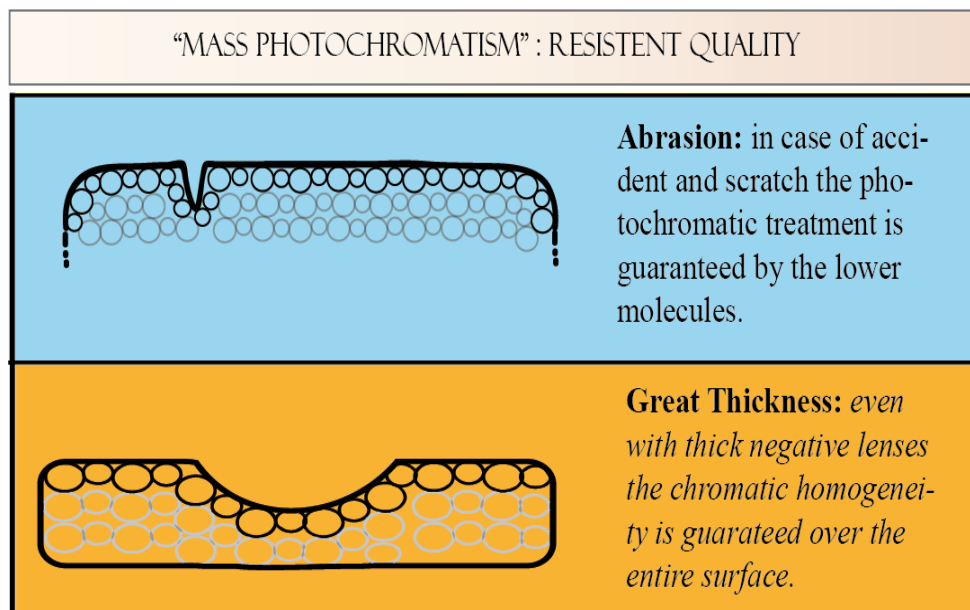
- 1) Photocromatism is **not subject to normal deterioration** caused by use. In this kind of photocromatic lenses the treatment is inside the lenses and not only on the surface.

With regards to classical photocromatic lenses the surface treatment is just a few microns deep and it is quite easy to understand that this treatment is more fragile than deep "mass" photocromatism.

With mass colouring all this cannot take place because the entire surface is photo sensitive.

If the classical lenses are scratched, the surface treatment will deteriorate. In this situation the ruined lens would not be able to change colour even if activated.

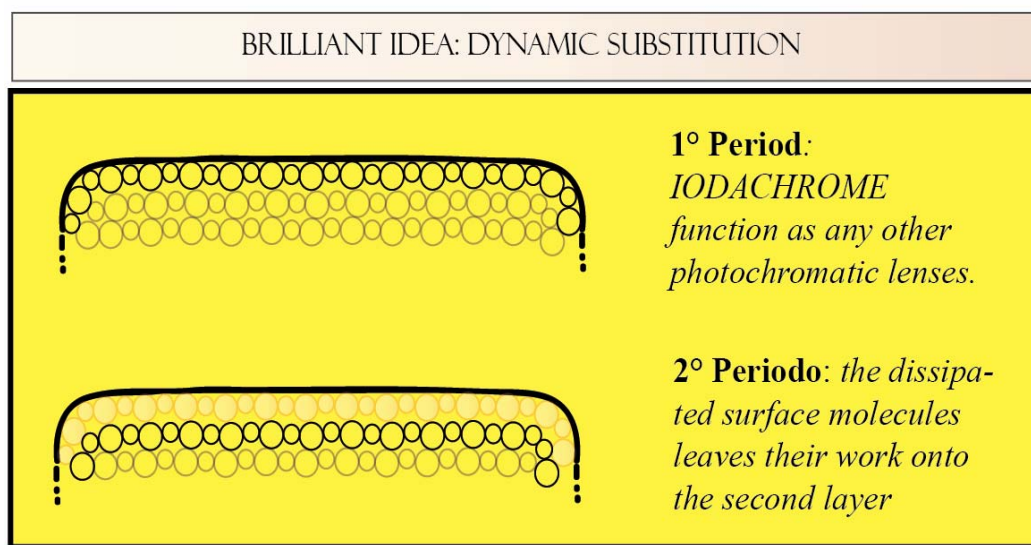
We can well understand the big discrepancy



In case of abrasion the difference between IODACHROME and classical lenses is quite easy to note.

2) Another innovative aspect is the “dynamic substitution” of the photocromatic molecules: **once the external molecules get dissipated (on account of the well known photo-chemical deterioration) the surface layer will leave its job to the lower layers.**

In this way the lens can always be guaranteed of high technical, aesthetic and optical qualities.



PRICE

We've paid attention to all the costs: design, planning, production and advertising so as to **offer you a very interesting price, less than 50% compare to the more known competitors.**

In order to reach our target we prefer the web to classical media. Internet is cheaper than classical media, especially if the target audience is well known: wholesalers, retailers and other industries. **Excellent markup is guaranteed.**

The polymer refraction index ($N_d = 1,56$) allows one to offer **lenses with weights and thicknesses less than 30%** compared to the classical photochromatic lenses in CR 39.

Thanks to its production, executed directly in our laboratories in Italy, we can offer the market new semifinished photochromatic lenses which are inexistent at the moment in the market.

The technical quality is always guaranteed by 32 years of IODA's experience.

CHART OF ACTIVATION AND DEACTIVATION

