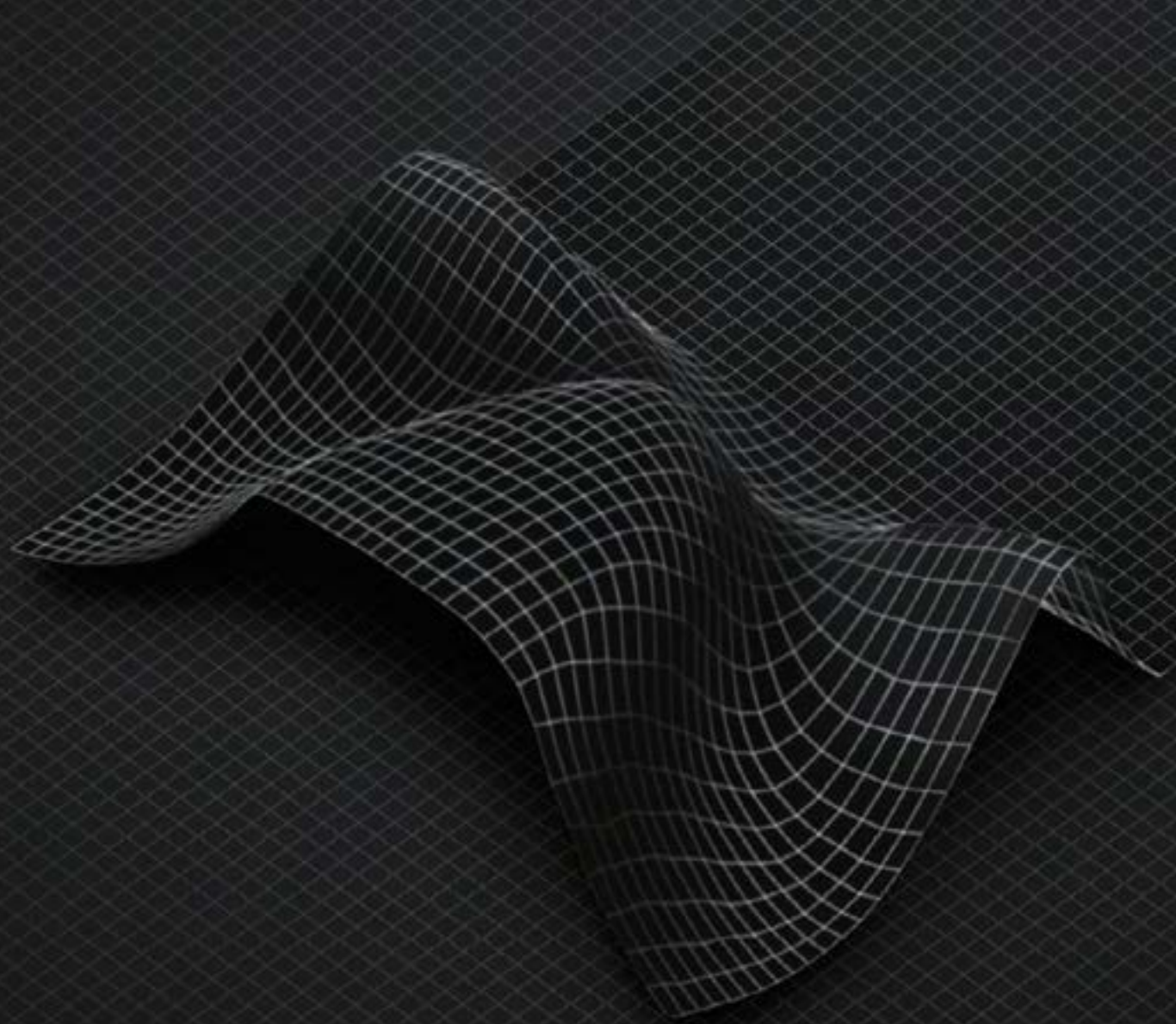
procrea



INDIPENDENT
FREE-FORM
COMPANY

INDEX


PROGETTAZIONECREATIVITÀ
procrea
ITALIANA

PROCREA TECH

who

PROCREA TECH:
FREE FORM DESIGN AND ITALIAN ENGINEERING

ProCrea is the new Free Form Lens Design Software Company from Italy. We were born in 2012 from a group of skilled people with a long-term experience in different fields of the opthalmic industry.
We provide exclusive designs, engineered in ITALY for single vision, bifocal and progressive addition lenses to make your independent Lab compete with market's top players, with high quality products.
We've developed a new optimization model, called WFRT (Wavefront Ray Tracing Technology), to give your products the best optical quality.
All designs follow a long test phase in a real lab environment before being released, in order to find out all possible production issues. Then, the final test is carried out by a group of people with different visual defects, in order to evaluate the real performance of the lenses.Thanks to our wide lab experience, we provide full support service, not only for calculation-related issues, but also for cutting, polishing and engraving.
We bring Italian style into the global Free Form market for your new experience with digital lenses.

The made-in-Italy designs for your Lab.

PROCREA TECH

what

PROCREA TECH:
WE ALSO PROVIDE RX LENSES

We have a large RX lab to surface all lenses with the same geometries of the Free Form designs catalogue. Therefore, in case of production peaks or high index lenses and special lenses (low vision, lenticular Free Form, etc.) necessities, ask us for our RX lenses catalogue.

PROCREA TECH

why

WHY CHOOSE **PROCREA TECH**

All independent labs that decide to use ProCrea Tech's designs are able to compete with the major players in the opthalmic industry. Infact, ProCrea Tech, along with basic and personalized Single Vision and PAL designs, proposes, for the first time in the Free-Form market, unconventional products, such as extremely optimized Progressive Lenses, Crea Size 2.0, a new center thickness reduction technique for plus lenses, Crea Lenticularization, an edge thickness reduction tecnology for minus lenses, bifocal free form designs, Crea Anima revolutionary design powered with A.I. Technology (Artificial Intelligence) and much more.

Many other products will be launched in the coming months while fully respecting ProCrea's philosophy: UNCONVENTIONAL FREEFORM FOR UNCONVENTIONAL COMPANIES.

PROCREA TECH

WORLDWIDE LOCATIONS
PROCREA TECH

ProCrea means Italian engineering without borders. We export our know-how around the world. Many independent Rx labs use ProCrea technology. We also provide “white label” service for wholesale suppliers.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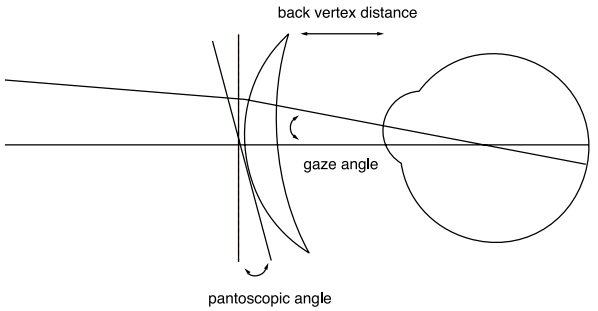
technologies

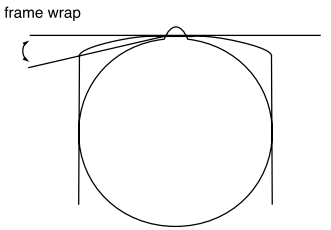
TECHNOLOGIES

WFRT®

WFRT TECHNOLOGY

We introduce WFRT®, “Wafefront Ray Tracing Technology”, the exclusive optimization model developed by Pro.Crea.
In the model the lenses and the eyes are placed at their respective position in the real world. Along with the rx data, all parameters provided by the user are taken into account, including back vertex distance, pantoscopic angle, frame wrap and working distance.
A bundle of rays is traced from different locations depending on the gaze direction and the position of the objects in the real world. The resulting wavefront is then evaluated at the exit pupil, at a finite size, and then optimized for the best vision quality experience for the user.





TECHNOLOGIES

dna patch calculation

DNA PATCH CALCULATION

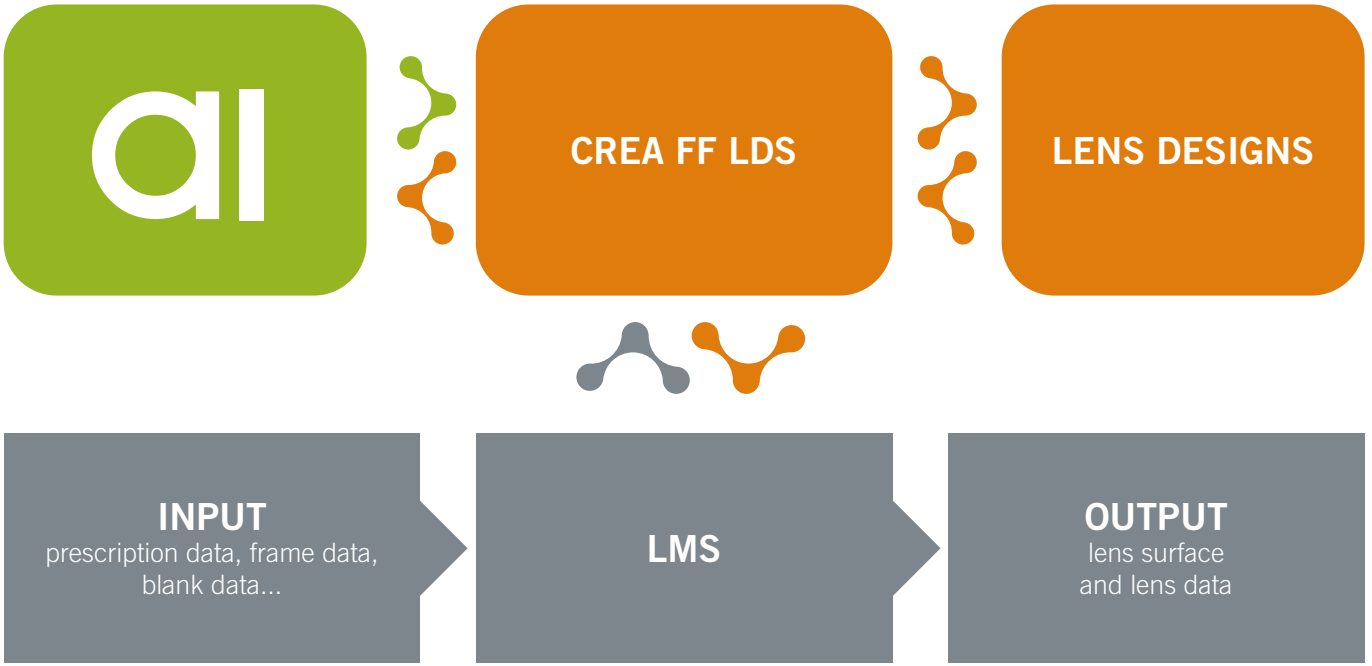
The DNA PATCH CALCULATION is featured by a surface with overlapping optimization levels, designed with a micro patch approach and merged with each other thanks to the use of genetic algorithms.
This technology provides local and microscopic optimizations for reducing aberrations in the peripherical areas, thus miminimizing the “sway effect” and improving the overall comfort.
Tests made on a first model have shown about 30% of reduction in lateral aberration compared to a lens designed with traditional methods along with a noticeable decrease of sway sensation while assuring a large visual field.

TECHNOLOGIES

AI technology

AI TECHNOLOGY

Lens design is powered with AI (Artificial Intelligence) to reduce at minimum aberrations at periphery and satisfy design quality constraints with the purpose provide extreme clear vision and comfort.
Thanks to AI technology, lens design guarantees a minimum functional area for all calculations.

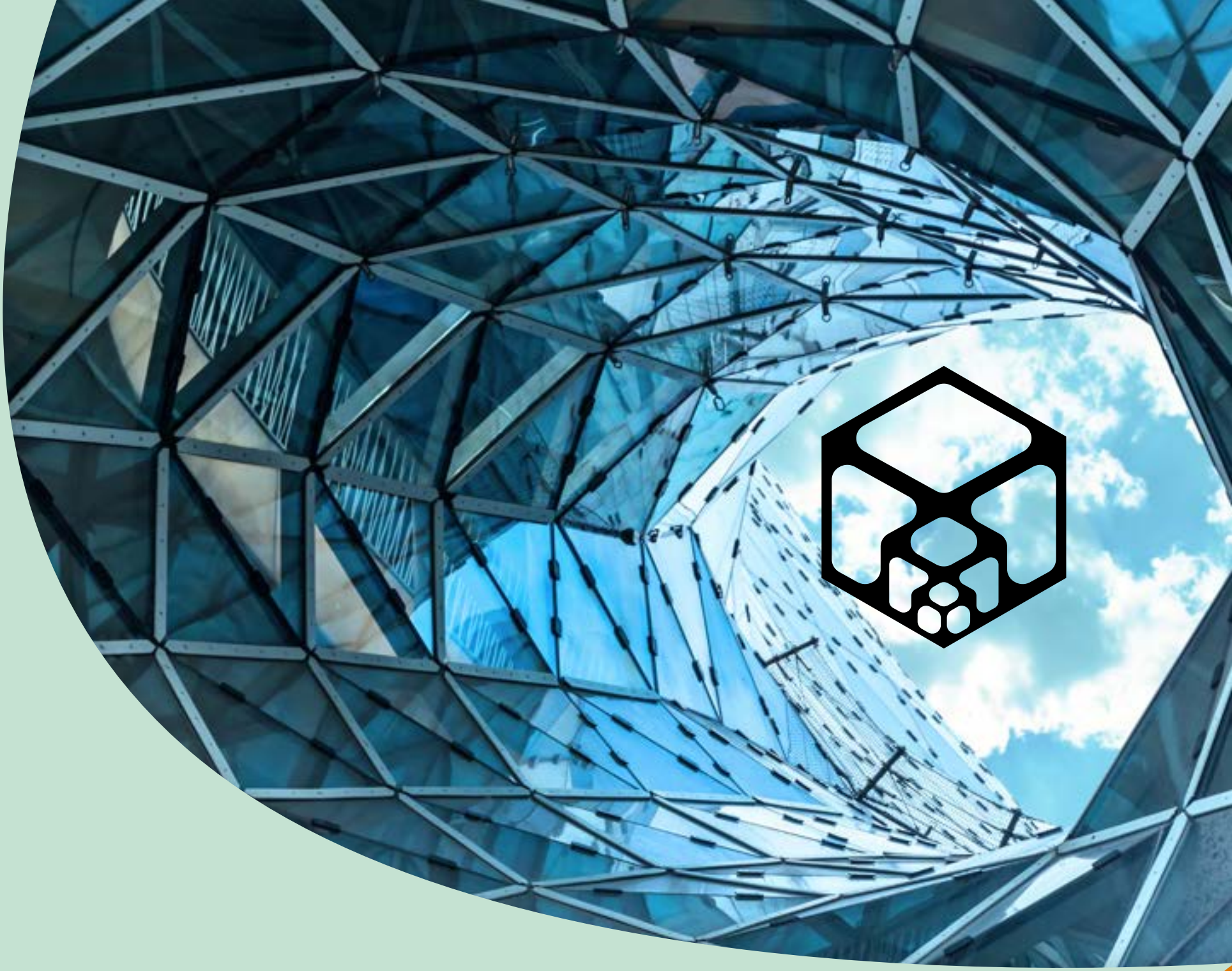


TECHNOLOGIES

pupyl opening technology

PUPYL OPENING TECHNOLOGY

Light conditions affect pupil diameter by varying amount of light going through the eyes. On the one hand, intense light cause an automatic reduction of the pupil diameter, while, on the other hand, dark light makes the pupil dilate in order to maximize the amount of incoming light.
The PUPYL OPENING TECHNOLOGY provides a support to the mydriasis process, thus ensuring natural and comfortable vision. Its special molecule-like composition allows to filter the amount of light going through the lens based on an optimal pupillary aperture, calculated according to the wearer's prescription. In this way, the designed lens supports the vision during the natural pupil's dilation and contraction.



TECHNOLOGIES

max volume

MAX VOLUME

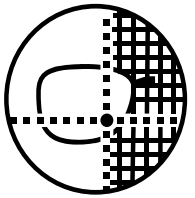
The spread of electronic devices such as smartphones, computer and tablets has multiplied the number of potential near working distances for a presbyope. Unlike in the past, when there was only a standard distance between the eyes and the book, nowadays, there are instead multiple distances in the range between 40cm and 70cm depending on the device.
MAX VOLUME technology exploits the visual behavior detected by I-CHECK app to optimize the lens and increase the perceived vision field (in depth and width) for all distances resulting, as well, in expanded volume for the progressive lens wearer. Unlike conventional progressives, MAX VOLUME assures a clear and natural vision with no need to move the head and makes more comfortable the use of electronic devices.

TECHNOLOGIES

smart inset

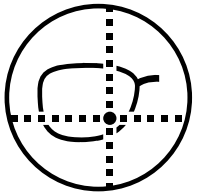
auto inset

SMART INSET



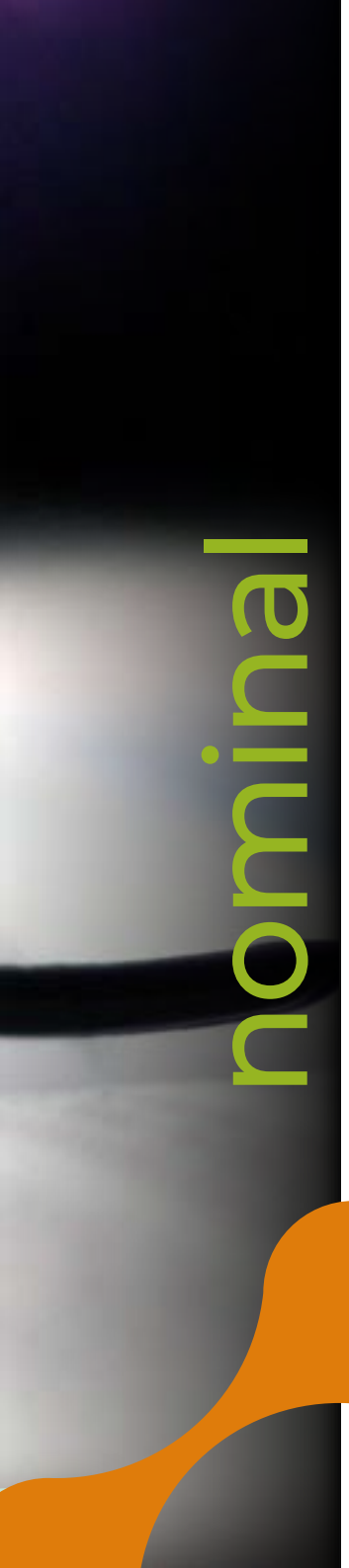
SMART INSET is a value added technology to customize the inset value on progressive lenses. Whereas standard approaches normally consider only addition for inset customization, SMART INSET takes into account most of the PoW (Position-of-Wear) parameters such as interpupillary distance, fitting height, pantoscopic angle, back vertex distance, frame wrap and near working distance. The designed lens is thus more comfortable both for far and near vision.

AUTO INSET



AUTO INSET is the standard approach based on addition to customize the inset on progressive lenses.


NOMINAL
POWER



nominal power

NOMINAL POWER

NOMINAL POWER is provided by ProCrea as a baseline technology for entry-level progressives, office, anti-fatigue and bifocal design. The standard algorithm applies a basic optimization to the surface in order to reduce side aberrations at the minimum. Given prescription power is kept and no recalculation is done.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software

SOFTWARE

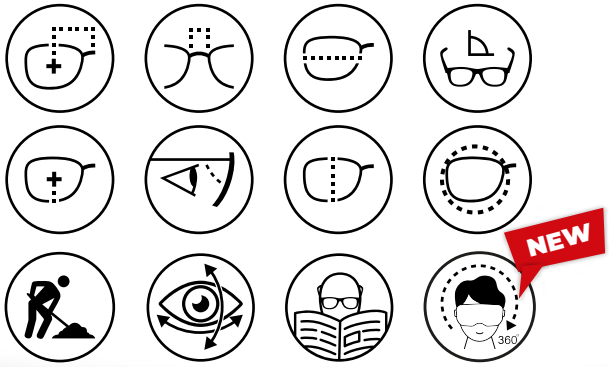
EYE SHUTTLE

EYE SHUTTLE is a customizable virtual reality headset coupled with an app, developed by the ProCrea Tech team, which will immerse your clients in a unique and engaging virtual universe. Until now, due to the lack of objective measurement methods, the most frequently used lens zones have been simply approximated or assumed just considering the person's lifestyle only. Instead, the winning strategy is to objectively measure these zones thanks to high precision sensors.

EYE SHUTTLE system, through its eye-tracking readers, records eyes and head movements and generates a frequency map linked to a single person only.

This map represents the lens areas mainly used by the wearer and allows a customization of the progressive lens power distribution as never seen before.

Measured Parameters:



eye shuttle

In addition, **eye-brain interaction is investigated through scanning the eye and head movements simultaneously. All these measurements are taken while the person naturally observes the metaverse, looking at an immersive 3D environment customized by ProCrea.** A unique code, identifying all the user parameters, is provided and sent to the lens lab, where ProCrea's LDS software customizes ARYA's power distribution by computing all these information. In conclusion, ARYA features all the surface optimization algorithms achieved by ProCrea, but it performs at its best by leveraging Eye Shuttle technology.

EYESHUTTLE PROVIDES THE BEST POSSIBLE PROGRESSIVE LENS CUSTOMIZATION BY ANALYZING EYE AND HEAD MOVEMENTS THROUGH VIRTUAL REALITY HEADSET SENSORS.

Joining the metaverse is a singular and unforgettable purchasing experience and your clients will actively participate in the ARYA design process. They will not just buy a lens.

THE METAVERSE
- Advanced PAL optimization by individual habits
- Collect data
- Determine vision behaviour
- Simulate real scenarios

VR
EYE SHUTTLE

THE PLATFORM
- Pico VR Headset with eye tracking features
- Web based platform for managing measurements
- ProCrea FF LDS to calculate optimized Arya PAL

PICO VR HEADSET
- Great VR Experience for the user
- Eye tracking features
- Exclusive EyeShuttle application for data collection

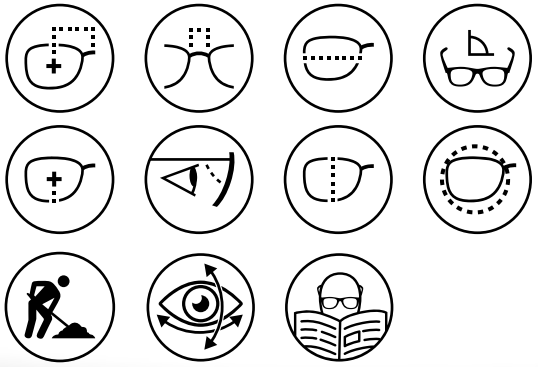
WEB BASED PLATFORM
- Opticians management for the Lab
- Customers and Measurements management for the Optician
- Real-time preview of calculated vision profile
- Direct integration with ProCrea Arya calculation through unique code generation

SOFTWARE

I-CHECK

It's a new concept of taking wearer's parameters. It leverages the tools of traditional measuring apps to take standard parameters such as interpupillary distance, fitting height, pantoscopic angle and frame wrap in a renovated and improved user interface. It adds the possibility to measure the near interpupillary distance and make a dynamic analysis of the near vision behavior of the wearer by recording his head movements while following a point moving on the screen. Background analysis is performed on powerful cloud system with AI (Artificial Intelligence) techniques. Resulting calculation is then used in extreme optimization of the new PAL design Anima to get best shaped geometry for each wearer.

Measured Parameters:



i-check

It is able to read, analyze and process visual and postural activities while the wearer is vising near vision zone.
In addition of taking traditional PoW (Position-of-Wear) parameters such as interpupillary distance, fitting height, back vertex distance, pantoscopic angle, etc., I-CHECK allows to take near interpupillary distance. Moreover, the innovative vision video detector collects, analyzes and processes visual and postural activities data for near vision. All data are therefore elaborated in a cloud environment to customize the lens according to frame, facial and habits parameters.

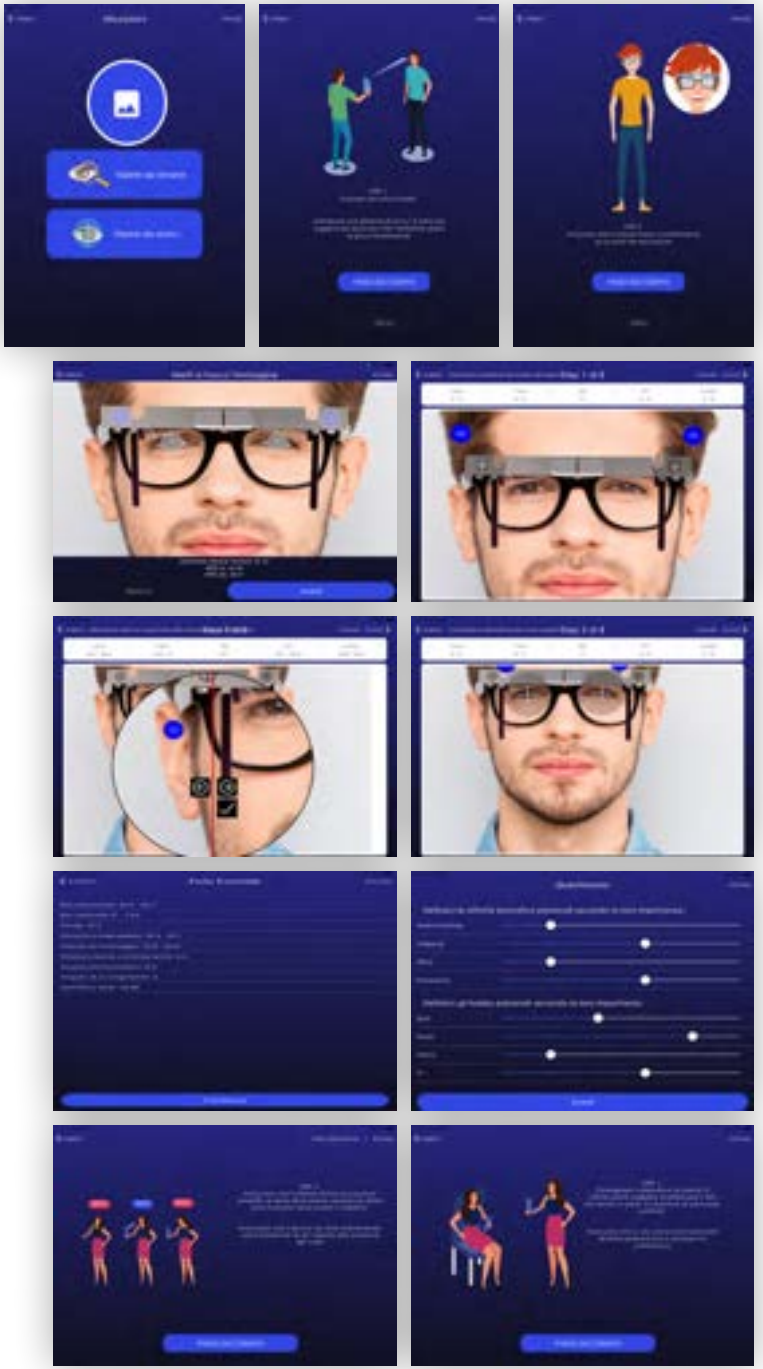
I-Check in 4 steps

1. Far vision parameters measurement
2. Near vision habits video detection
3. Cloud data processing
4. Unique code generation

Near Vision Video Detector

The Near Vision Video Detector consists in a simple exercise in which the wearer is only required to follow a point moving on the screen. That process allows to catch even the most imperceptible variables related to near vision habits especially while using digital devices. Some of such variables are:

- Posture and distance at which the device is held
- Head rotation
- Eyes movement
- The combination of both head and eyes movements.



SOFTWARE

CREA REALITY

CREA REALITY is an app for a customer-oriented interactive sale advise. It's powered by augmented reality to help the optician in high-value ophthalmic lenses sale process.

The app is able to simulate the behavior of all kind of ophthalmic lenses in the market: Progressive, Bifocal, Single Vision, Indoor, polarized photochromic and major coatings. The scope is to let the customer experience and appreciate in real-time and in a real-life environment the benefits of a specific lens or coating compared to a cheaper one.

You can use existing pictures from the gallery or device camera and live images to create your environment and then follow a guided selection process to choose the right product.

CREA REALITY supports all major mobile operating system including iOS/Android and can be integrated with existing on-premises order systems for immediate order sending from the app.

crea reality

Progressive Design
The App simulates the vision with Progressive Lenses. According to the selected product, optical zones (distance, intermediate, near) and aberrations change in size.

Photochromic Lenses
CREA REALITY emulates the performance of photochromic lenses. It switches gradually from clear lens to sunglasses according to the light conditions and supports gray and brown styles.

Coatings
The app simulates the benefits of AR, Hydrophobic, hard, anti-static and no fog coatings and highlights the contrast improvement.

Anti-Fatigue lenses
The app emulates an Anti-Fatigue lens. Eye rotation and the three optical zones (distance, intermediate, near) are simulated by varying device orientation.

Indoor Lenses
The app simulates the benefits of indoor lenses for wearers requiring extreme comfort for intermediate and near vision.

Polarized Lenses
The app emulates polarized lenses and their benefits: visual contrast improvement, reduction of the annoying reflection and better overall comfort.

Biform Lenses
The app emulates freeform bifocal lenses. By varying device orientation it is possible to simulate eye rotation and therefore mimic far and near vision.

SOFTWARE

Crea FF LDS

CREA FF LDS

Your secure online LDS.
Crea Free Form LDS is the ProCrea's online calculation system. It is based on a powerful redundant Linux cluster and it is hosted on an high power server farm distributed in multiple wordwide locations.
Customers use the Crea Free Form Client on their server to establish an TLS connection with the system and exchange calculation files.
The system follows the guidelines of the "VCA Data Communication Standard v3.11" for LDS file exchange and processing.
The following calculation features are shared among all available designs.

Best Ellipse Calculation
When you provide a frame shape the best ellipse is calculated to optimize center thickness.

Automatic Inset and Corridor
On high-end PALs, the optimum inset and corridor length are choosed based both on frame and user parameters.

Based on power and both user and frame parameters

Unwanted Astigmatism Minimization
The lowest level of unwanted astigmatism is guaranteed on PALs based on prescription addition.

Images
A bundle of images can be requested for each job, including thicknesses preview and power/cylinder maps on final shape.

Smart Auto Decentering
Best horizontal and vertical offset in respect to the frame shape center is automatically calculated to minimize final ellipse size.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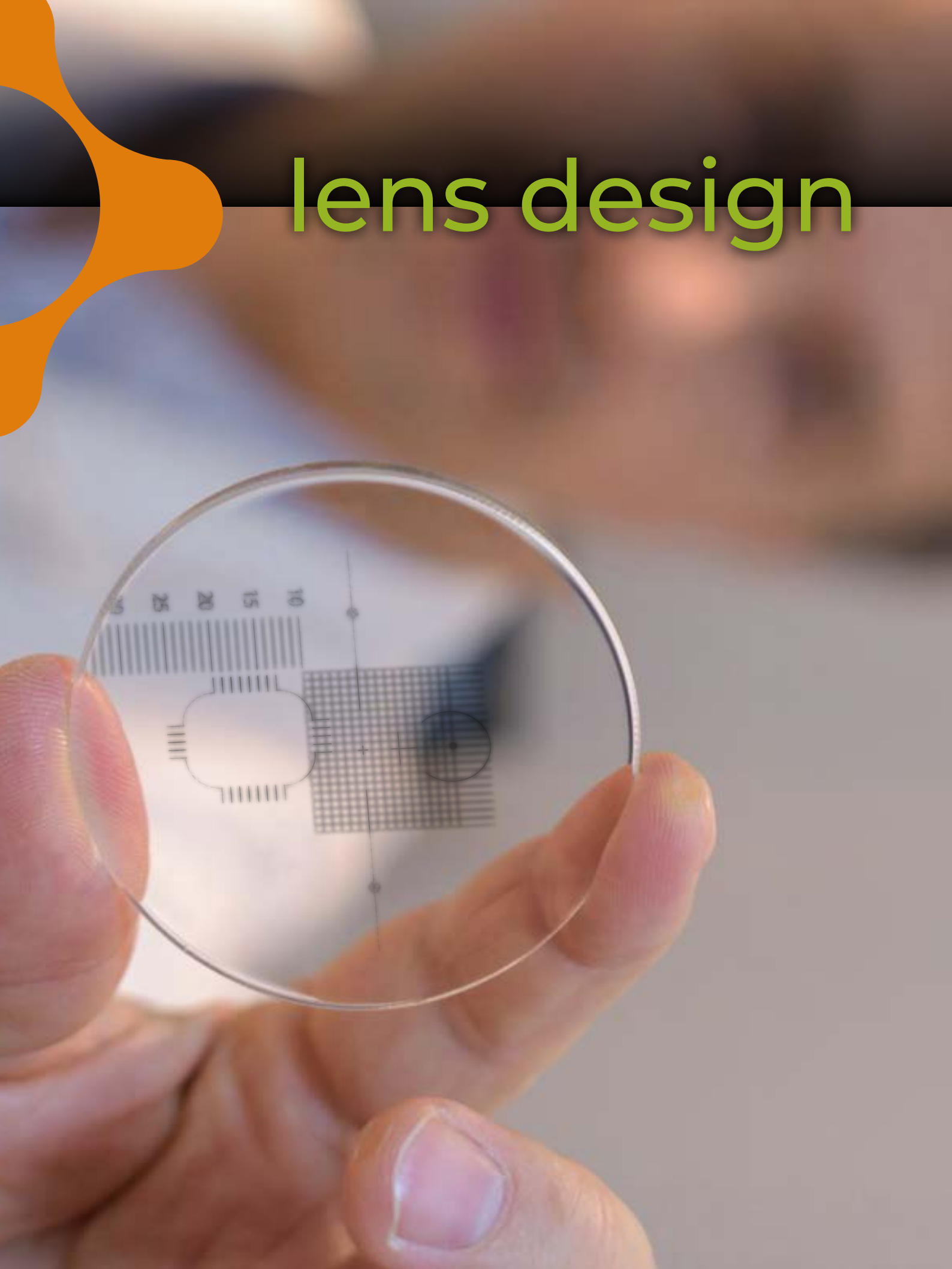
lens design



NEW

EYE SHUTTLE METAVERSE

- ADVANCED PAL OPTIMIZATION BY INDIVIDUAL HABITS
- DETERMINE VISION BEHAVIOUR
- SIMULATE REAL SCENARIOS

lens parameters

Distance between lenses | Pantoscopic Angle | Wrap Angle

Interpupilar Distance | Fitting Height | Lens Diameter

Vertical Box | Horizontal Box | Working Distance

Back Vertex Distance | Eyes Rotation | Head Rotation

PROGRESSIVE DESIGN

ADVANCED PAL
OPTIMIZATION BY INDIVIDUAL HABITS
IMMERSIVE VR EXPERIENCE

CREA ARYA

Arya begins a new era of progressive lens customization. Thanks to EYESHUTTLE new visual experience within the Metaverse, clients will be immersed in an engaging "virtual universe", allowing them to customize ARYA power distribution, based on their own vision habits. Clients will actively participate in the ARYA design process, they will not just buy a lens. Let them join the metaverse and live a customer experience never seen before, this progressive lens will stand out from the others!
EYE-SHUTTLE eye-tracking sensors assess eyes and head motions in a 3D environment. The result is a frequency map representing the most frequently used lens zones. Computing all these data, optical power can be redistributed according to gaze dynamics of the user, making ARYA much more comfortable than a standard progressive lenses.
You will no longer need questionnaires to hypothesize which lens areas clients use the most; now you will finally be able to measure it in real time, in the 3D space.

iC
i Check

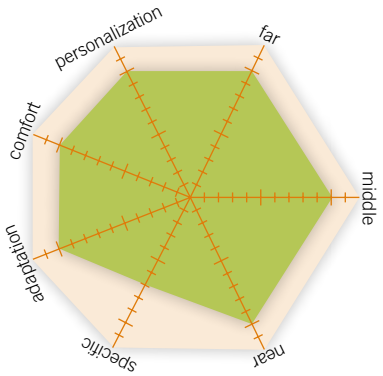
NEW

ARYA designs can be integrated with the I-Check app to measure frame position of wear parameters.

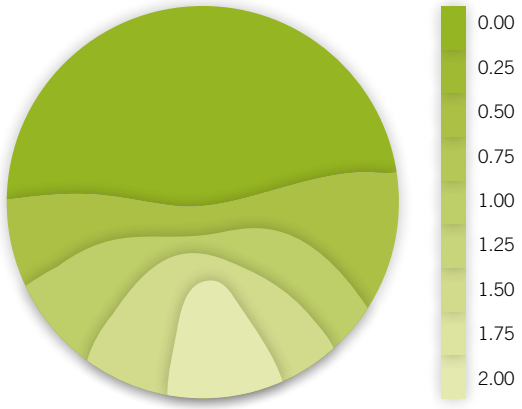
THE I-CHECK APP CAN REPLACE THE EYE-SHUTTLE VR HEADSET IN DETECTING EYE MOVEMENTS."

crea arya

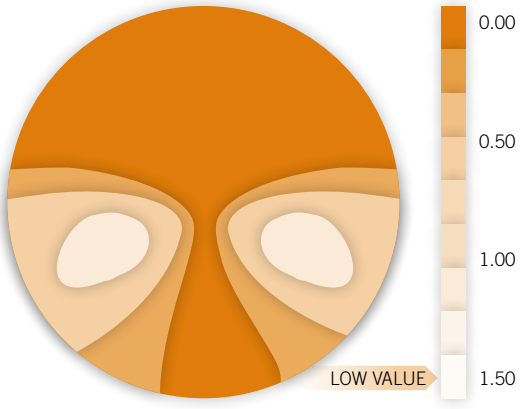
PERFORMANCE



POWER MAP



CYLINDER MAP



TECHNOLOGIES

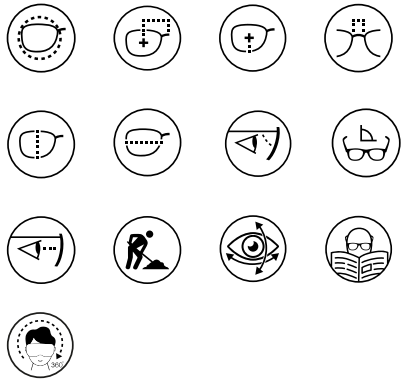
WFRT TECHNOLOGY

EYE SHUTTLE

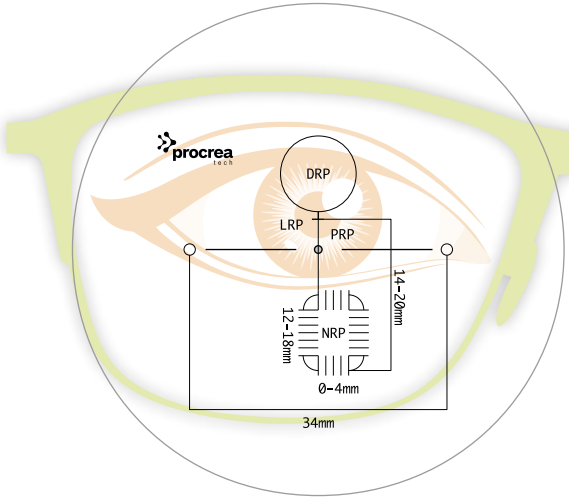
SOFTWARE

VR
EYE SHUTTLE

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end progressive	Adaptive	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm smart inset	12 - 18 mm	14 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.50 dpt

PROGRESSIVE DESIGN

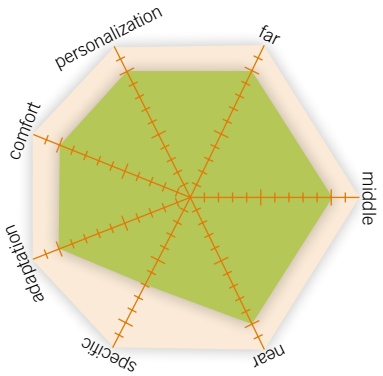
INNOVATIVE HIGH-END DESIGN
POWERED WITH AI
NEAR VISION BEHAVIOUR
CUSTOMIZATION
EXTREMELY MINIMIZED
ABERRATIONS

CREA ANIMA

ANIMA is the revolutionary design introduced by ProCrea in the market. It is powered with AI (Artificial Intelligence) to satisfy design quality constraints and provides extreme clear vision and comfort. ANIMA is the first completely customized progressive lens, generated by a meticulous algorithm called DNA PATCH CALCULATION that re-elaborates the visual parameters by adding an innovative patch based mathematical model. Thanks to PUPYL OPENING TECHNOLOGY, ANIMA allows to support the mydriasis process ensuring natural and comfortable vision. When associated with I-check, the AI engine calculation takes into account the near interpupillary distance for inset optimization and the near vision behaviors to calculate the perfect geometry for the user, in order to have minimal adaptation needs. Moreover with MAX VOLUME technology, the wearer perceives an increase of the visual field (in depth and width) and thus an efficient increased volume.

crea anima

PERFORMANCE



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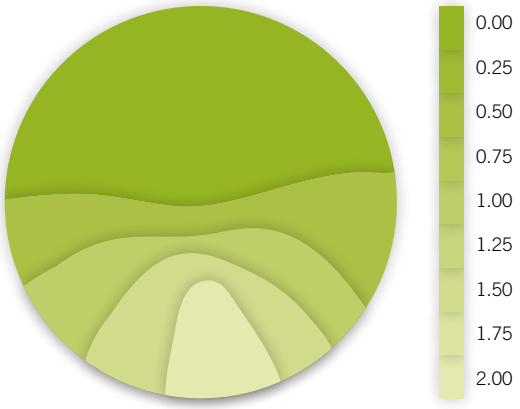

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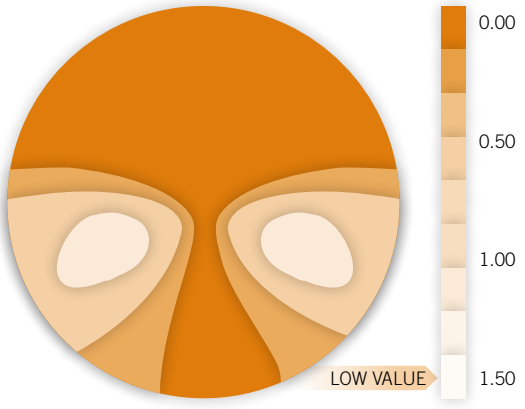
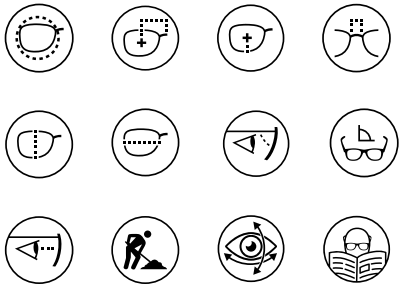


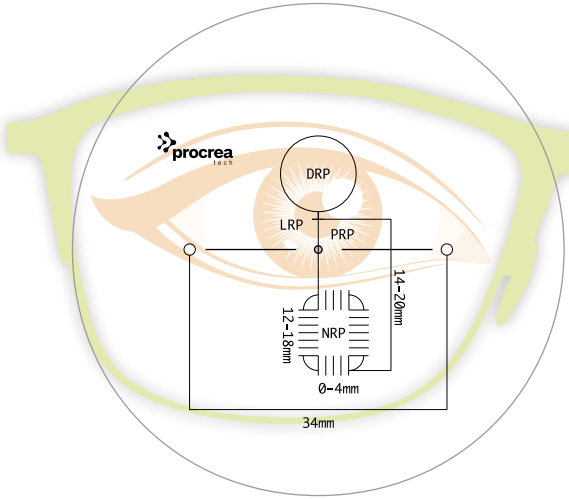
TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end progressive	Adaptive	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm smart inset	12 - 18 mm	14 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.50 dpt

PROGRESSIVE DESIGN

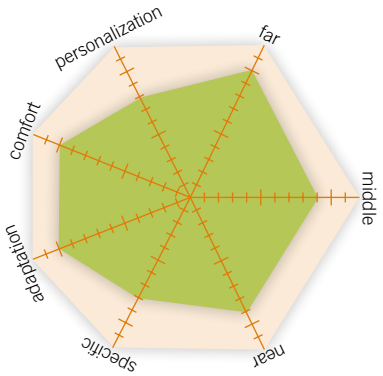
HIGH-END DESIGN
FOCUSED ON WEARER'S LIFESTYLE
TRULY ADAPTIVE GEOMETRY
EXTREMELY MINIMIZED ABERRATIONS

CREA ISELF

It is dedicated to presbyopes who need a super-customized lens. **CREA ISELF** is the first adaptive lens that changes its geometry according to the lifestyle of the wearer, trough the choose from the following designs:
Olimpia - design for those who need a progressive lens both in everyday life but also during sports activities
Pilot - – for those who loves to run outside or watch a movie on sofa, therefore it favors the the distant and middle area
Equilibria - balanced design, for every day and with a good zone in the far, near and in the middle area
Brico - for those who work outside or love bricolage, favoring the near and middle area
Close - for those who spend many hours in the office and dedicate a lot of time reading, therefore a design that favors the area up close
Horizon - for those who spend many hours outside or driving, therefore it favors the distant area.
The power law and the geometry have been improved to offer excellent stability of images and wider visual field.
nks to **Pupyl Opening Technology**, **I-self** allows to support the mydriasis process ensuring natural and comfortable vision.
Its special molecule composition enables to filter the amount of light that enters in the lens.

crea iself

PERFORMANCE



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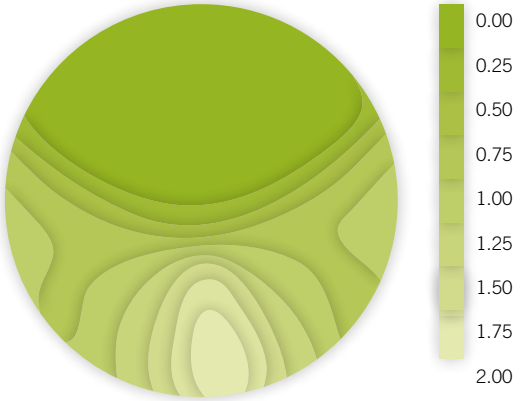


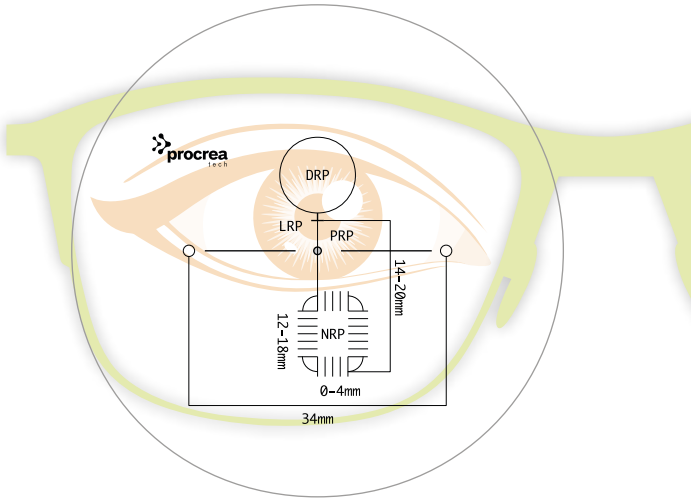
CYLINDER MAP

TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end progressive	Adaptive	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm smart inset	12 - 18 mm	14 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.50 dpt

PROGRESSIVE DESIGN

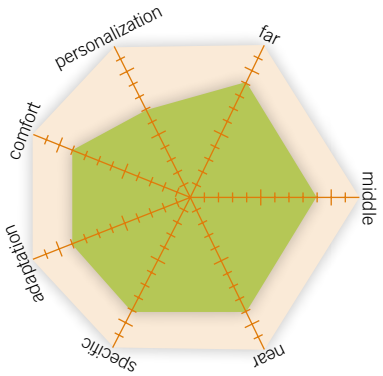
HIGH-END DESIGN
CLEAR VISION ON PERIPHERY
BALANCED & SMOOTH
DISTRIBUTION
MINIMUM UNWANTED
ASTIGATISM
PERSONALIZATION
PARAMETERS

CREA SINGLE

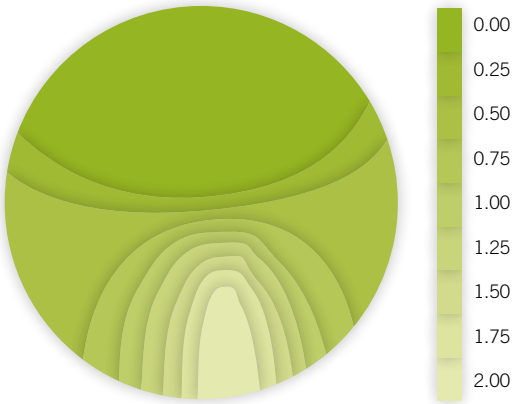
Crea Single is the high-end PAL design provided by ProCrea.
It is calculated with WFRT® (Wavefront Ray Tracing Technology), in order to improve quality of vision on every gaze direction and drastically reduce aberrations on periphery.
Every point along the corridor is optimized with variable object distance.
The smooth and balanced distribution of power across the surface gives superior comfort. Unwanted astigmastim is minimized in critical areas, like distance and near zones and the corridor, and pushed out to the parts of the lens that are, most of the times, cutted out.
Along with the rx data, all parameters provided by the user are taken into account, including back vertex distance, pantoscopic angle, frame wrap and working distance.

crea single

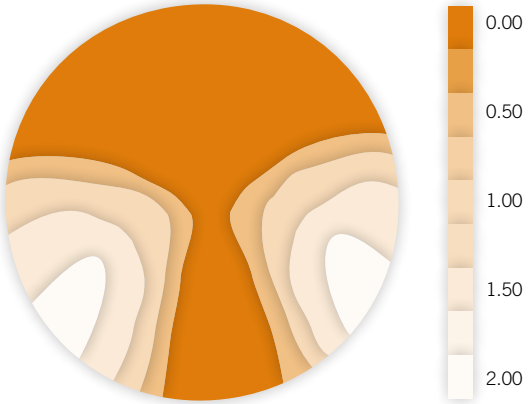
PERFORMANCE



POWER MAP



CYLINDER MAP

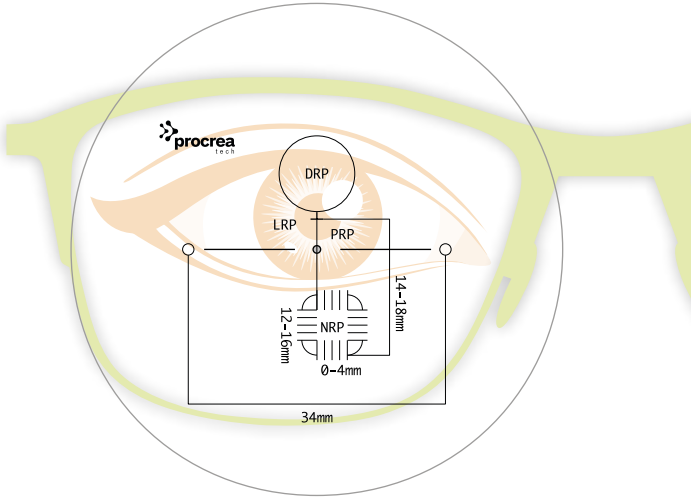


TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS

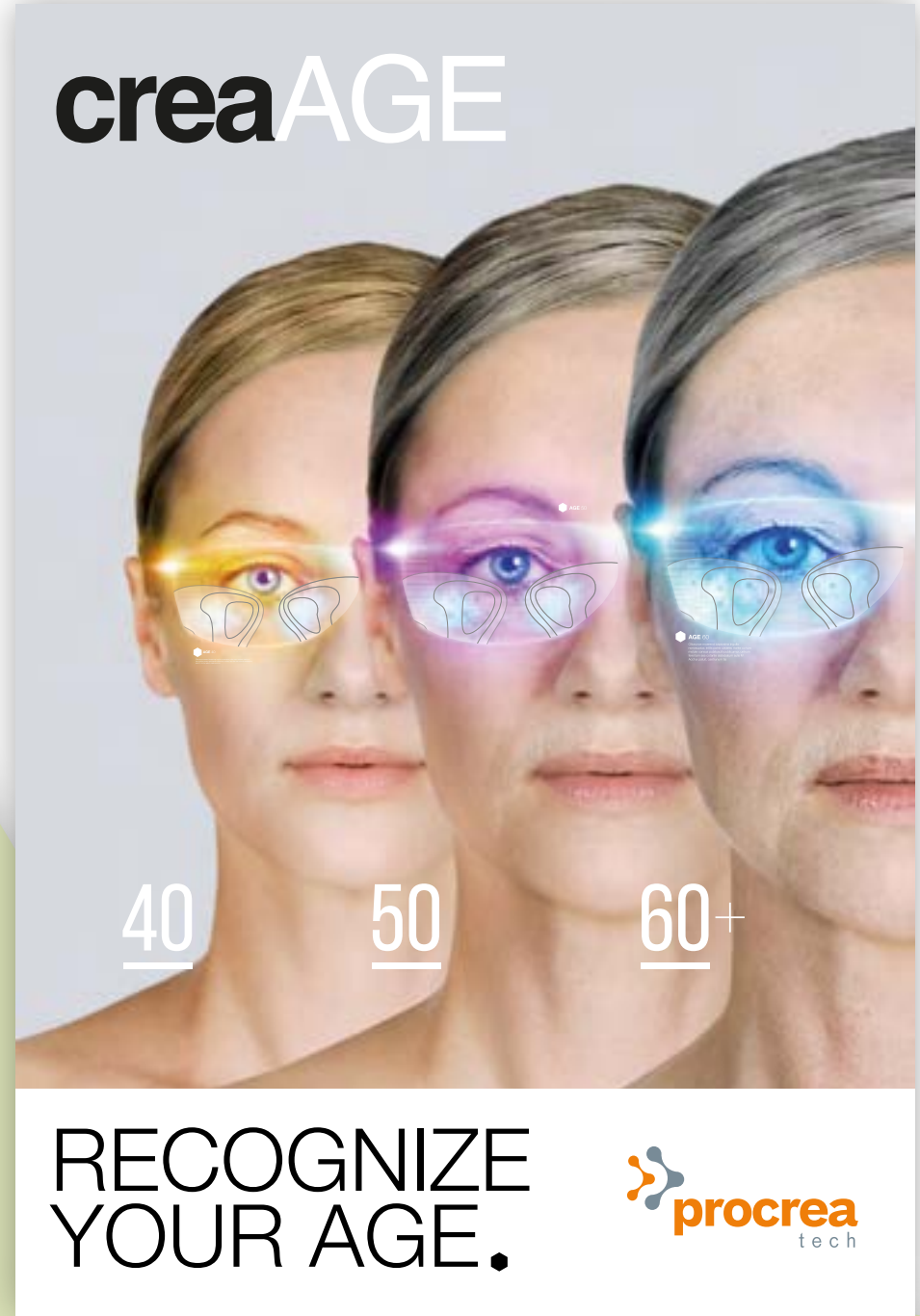
TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end progressive	Soft	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm smart inset	12 - 14 - 16 - 18 mm	14 - 16 - 18 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.00 dpt

PROGRESSIVE DESIGN

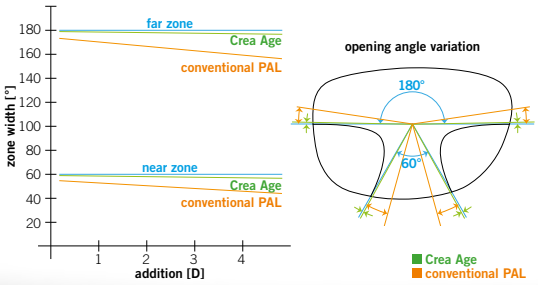


HIGH-END DESIGN
FOCUSED ON WEARER'S AGE
IMMEDIATE ADAPTION
EXTREMELY MINIMIZED
ABERRATIONS

CREA AGE

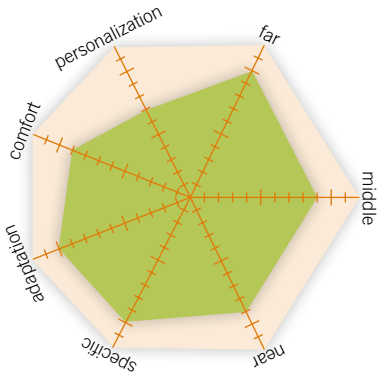
The new frontier of PAL designs is to improve adaptability based on users' behavior and lifestyle. The Crea Age from ProCrea Tech extends the power of Crea Single and it is based on a multi-design concept that provides different power distribution and optimization targets for each addition/corridor combination. As the addition increases with user's age, the target of the design is to keep always the same level of comfort for all zones to guarantee immediate adaptation.
Every single solution has been tested on average users with different kinds of frames and has been fixed according to the feedbacks received. Further customization is also available for this design when you provide parameters of user and frame.

AGE [years]	ADDITION for 40 cm [D]
40-49	0.75-1.75
50-59	2.00-2.50
> 60	> 2.75

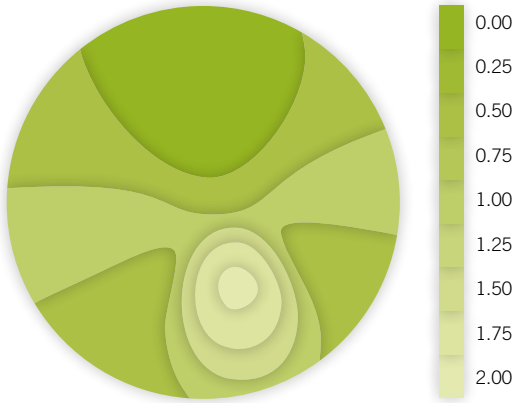


crea age

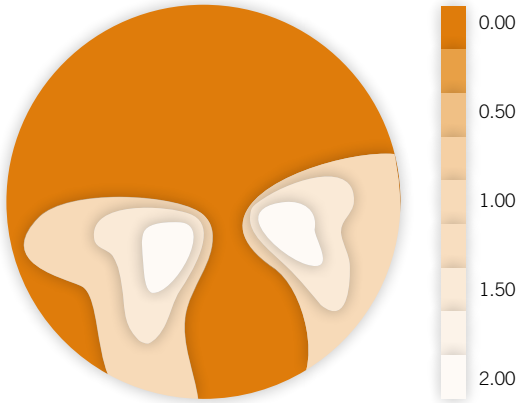
PERFORMANCE



POWER MAP



CYLINDER MAP

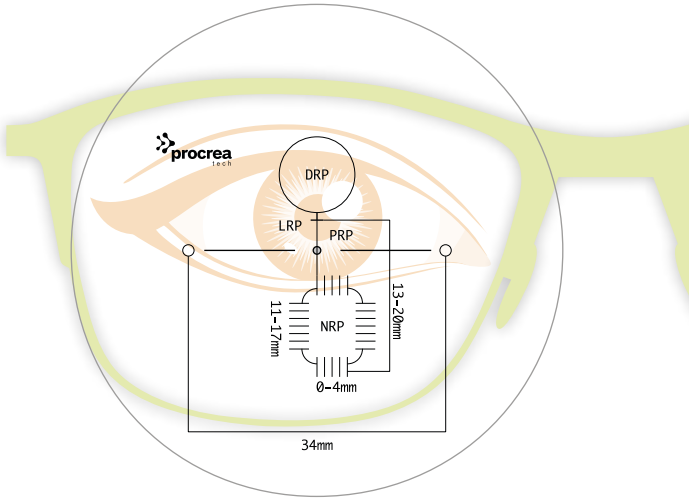


TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end progressive	Adaptive	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm smart inset	11 - 17 mm	13 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.50 dpt

PROGRESSIVE DESIGN

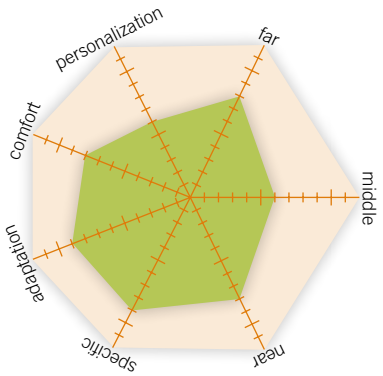
FOR SINGLE EYE VISION
VERY SMALL INSET
SAME PERFORMANCE AS
TRADITIONAL PAL

MONO VISION AGE

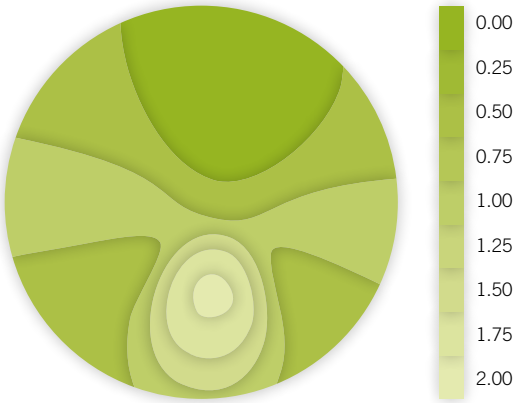
A special version of premium Age design intended for single eye vision. In the world there are many people affected by single eye vision. As those people do not converge the same way of other people on near vision, standard progressive lenses do not work. ProCrea has created a special version of its premium Age design with a new calculation algorithm featured by smaller inset values and based to the weakest ability of those people to converge. The performance is the same as the standard Age design with the optimized inset and guarantees the patient affected by single eye vision optimal performance from distance to near.

mono vision age

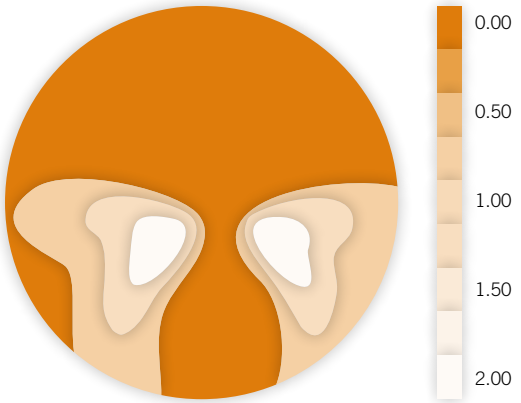
PERFORMANCE



POWER MAP



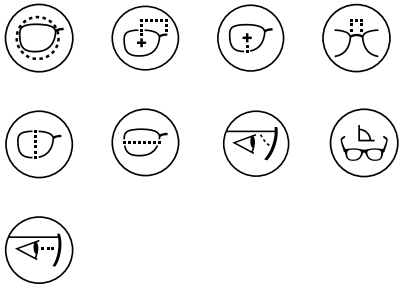
CYLINDER MAP



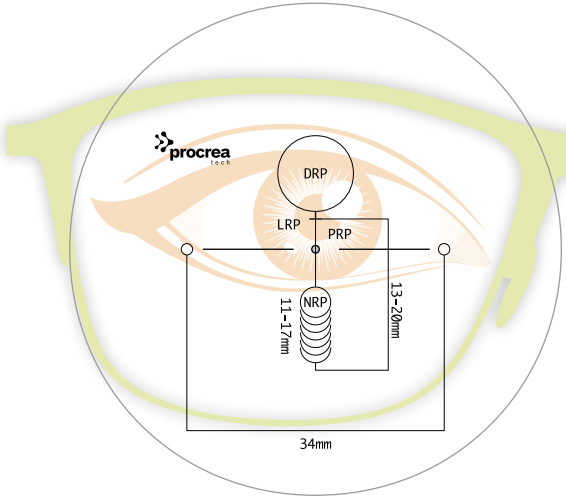
TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end progressive	Adaptive	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0	11 - 17 mm	13 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.50 dpt

PROGRESSIVE DESIGN

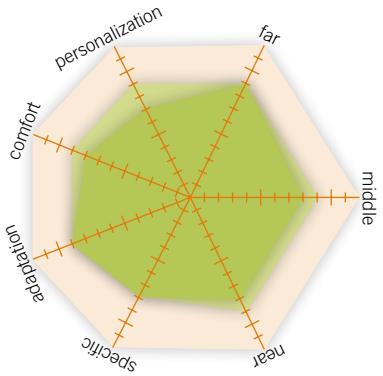
MEDIUM TO HIGH-END DESIGN
30% WIDER DISTANCE AND NEAR ZONES
MINIMUM UNWANTED ASTIGATISM
IDEAL FOR PEOPLE THAT HAVE REFUSED PALS IN THE PAST

CREA GIANT

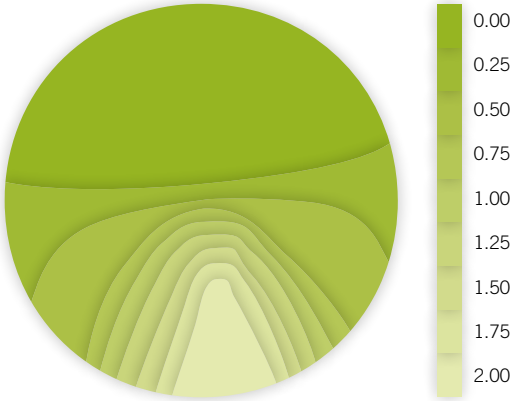
Crea Giant is the innovative PAL design, developed by ProCrea, with an improved attention to distance and near zones.
Compared to other conventional designs, those zones are 30% wider.
Unwanted astigmatism is reduced to the minimum and pushed to the parts of the lens that are, most of the times, cutted out.
It is an hard design calculated on nominal power and is intended for people especially sensible to power variations in critical areas (Distance and Near), that have perhaps refused PALs in the past.

crea giant

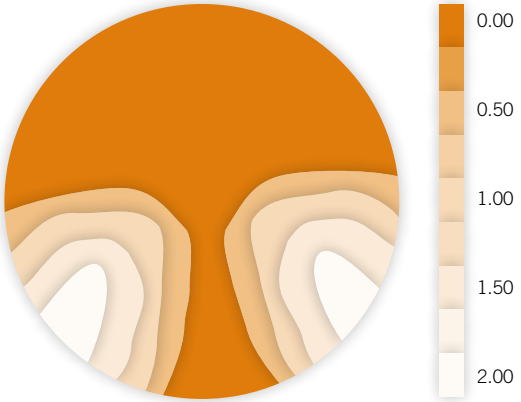
PERFORMANCE



POWER MAP



CYLINDER MAP



TECHNOLOGIES

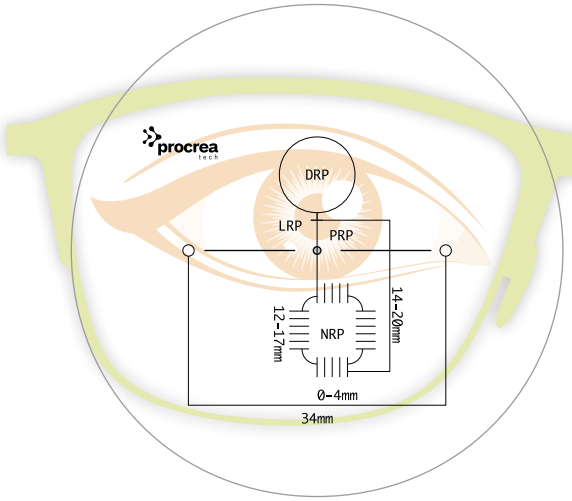
NOMINAL POWER

optional

WFRT TECHNOLOGY

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
Medium to High-end progressive	Hard	All	Yes	Optional

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	12 - 13 - 15 - 17 mm	14 - 16 - 18 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.00 dpt

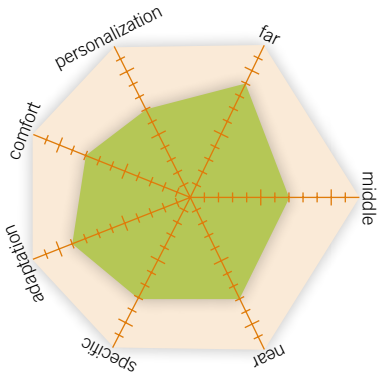
BASIC DESIGN
INTENDED FOR GENERAL USE
BALANCED & SMOOTH
DISTRIBUTION
MINIMUM UNWANTED
ASTIGATISM

CREA FAMILY

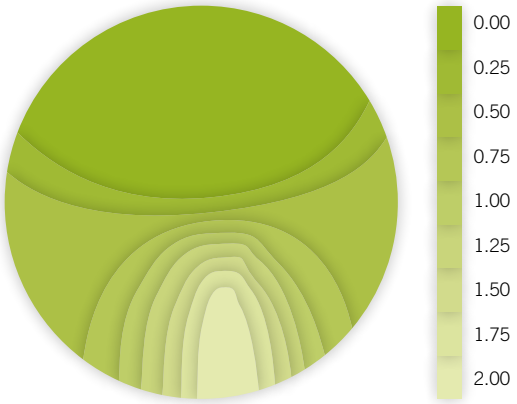
This is a basic PAL Design intended for general use. The distribution of power is smooth and well balanced and guarantees good performance in any environment.
Unwanted astigmatism is reduced to the minimum and pushed to the parts of the lens that are, most of the times, beveled out.
It is easy to sell for the practioner, as it completely complies with the prescription. Calculation is based on nominal power.

crea family

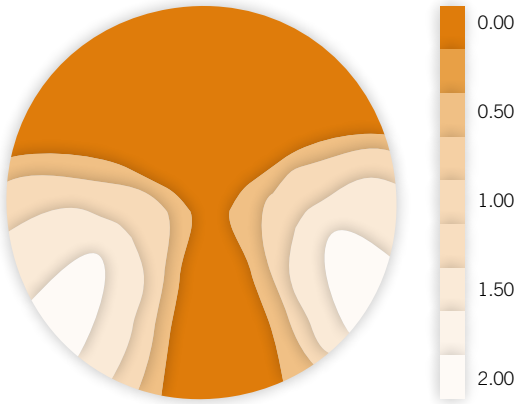
PERFORMANCE



POWER MAP



CYLINDER MAP

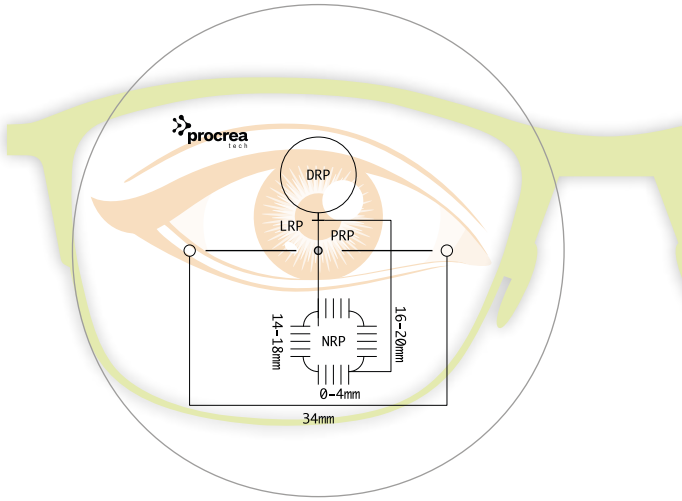


TECHNOLOGIES

NOMINAL POWER

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
Basic progressive	Soft	All	Yes	No

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	14 - 16 - 18 mm	16 - 18 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.00 dpt

PROGRESSIVE DESIGN

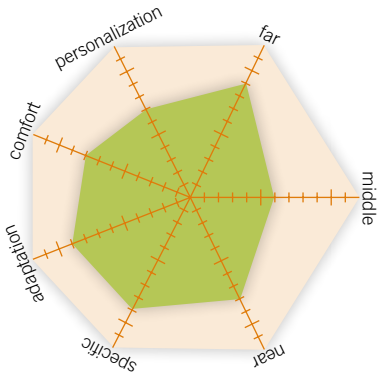
BASIC DESIGN
SHORT CORRIDOR
OPTIMIZED FOR SMALL FRAMES
MINIMUM UNWANTED
ASTIGMATISM

CREA FAMILY SHORT

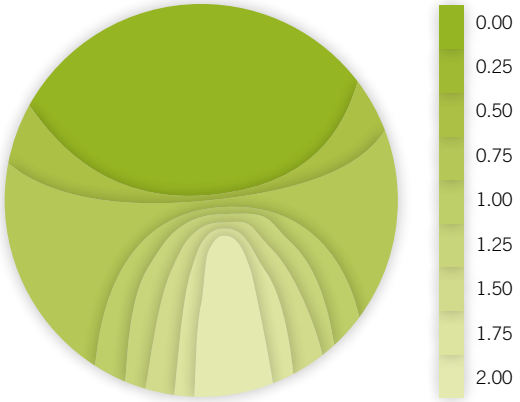
When you have a small frame, you need a good short corridor design and Crea Family Short is the ideal product.
It is a basic design with 12mm corridor and minimum fitting height of 14mm.
The special design concept behind it allows to keep a good performance for distance and near zones and a generous corridor width, despite its shortness. Unwanted astigmatism, as well, is reduced to the minimum. Calculation is based on nominal power.

crea family short

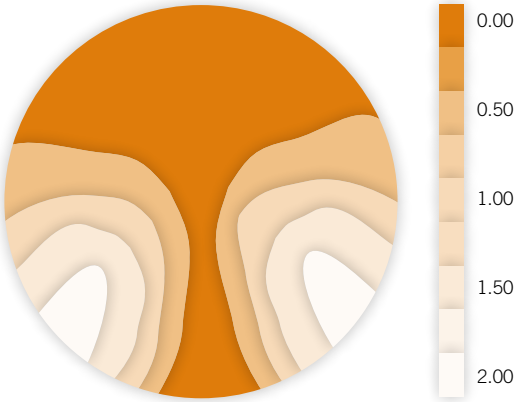
PERFORMANCE



POWER MAP



CYLINDER MAP

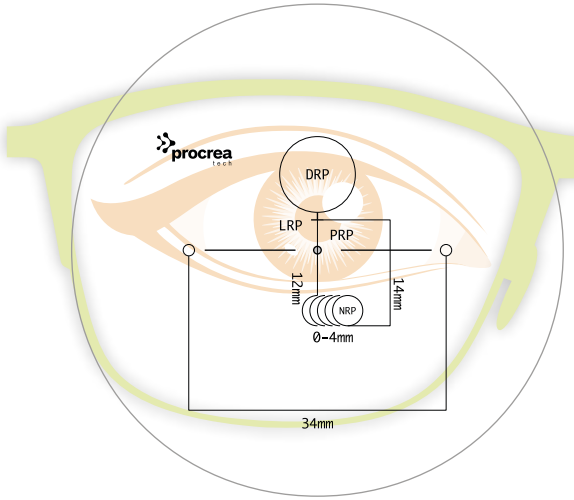


TECHNOLOGIES

NOMINAL POWER

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
Basic progressive	Soft	All	Yes	No

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	12 mm	14 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 3.50 dpt

PROGRESSIVE DESIGN

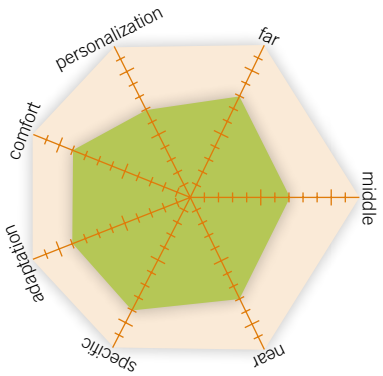
GENERAL USE DESIGN
INTENDED FOR ASIAN MARKET
SUITABLE FOR SHORT FRAMES

ASIAN PROGRESSIVE

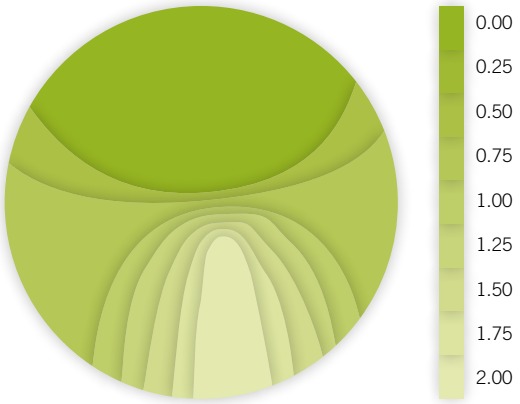
It's a new progressive design, the intended for Asian market and small frames. It is featured with a short corridor of only 12mm and minimum fitting height of 14mm. The geometry is optimized for such short corridor thus providing a good balance between usability and comfort.

asian progressive

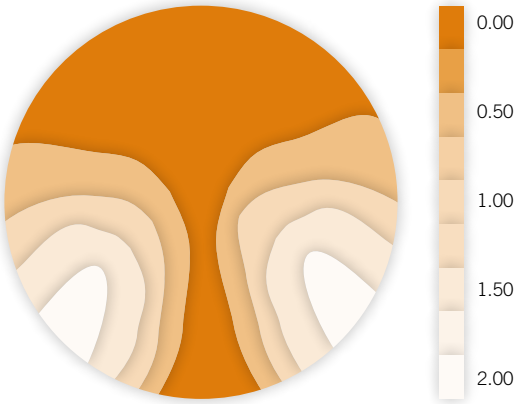
PERFORMANCE



POWER MAP



CYLINDER MAP

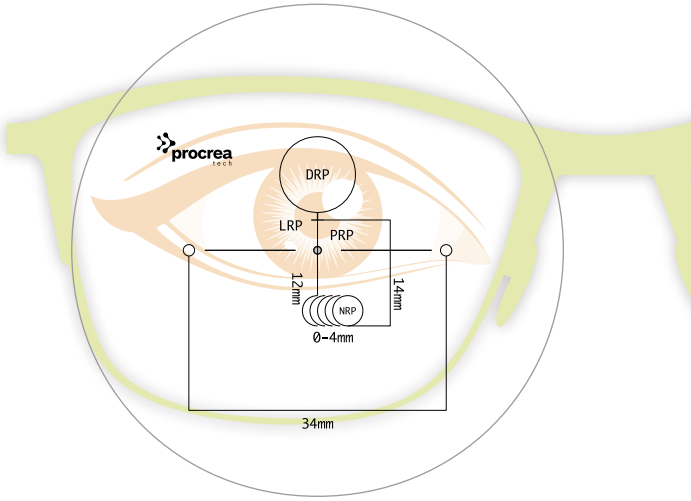


TECHNOLOGIES

NOMINAL POWER

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
Medium to High-end asian progressive	Soft	All	Yes	No

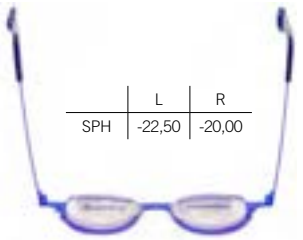
Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	12 mm	14 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 3.50 dpt

PROGRESSIVE SIZE DESIGN

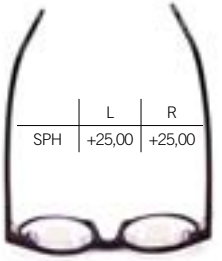
MORE COMFORT
LESS THICKNESS
HIGH POWER

CREA ANIMA SIZE

ANIMA SIZE is ANIMA, the innovative design introduced by ProCrea in the market, enhanced by the disruptive combination of **CREA SIZE 2.0** and **CREA LENTICULARIZATION.** This design provides the four technologies of classic Anima design**: AI (Artificial Intelligence)** to satisfy design quality constraints and provide extreme clear vision and comfort; **DNA PATCH CALCULATION** that re-elaborates the visual parameters by adding an innovative patch based mathematical model; **PUPYL OPENING TECHNOLOGY,** that allows to support the mydriasis process ensuring natural and comfortable vision; **MAX VOLUME** (only by I-CHECK) that increases the visual field (in depth and width) perceived by the wearer. Moreover, especially for high power lenses, a combination of CREA SIZE 2.0 and CREA LENTICULARIZATION technologies is added to reduce center and edge thickness with no impact on comfort and quality of vision.



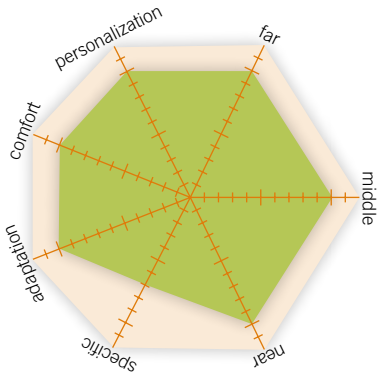
	L	R
SPH	-22,50	-20,00



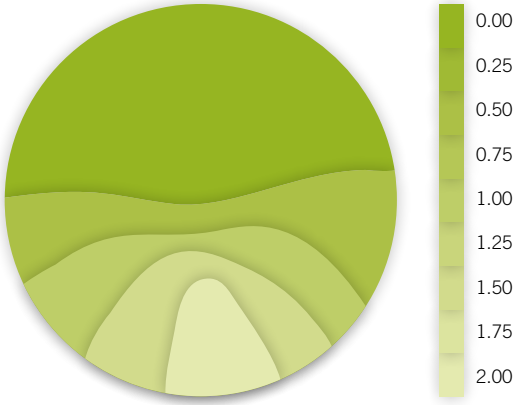
	L	R
SPH	+25,00	+25,00

crea anima size

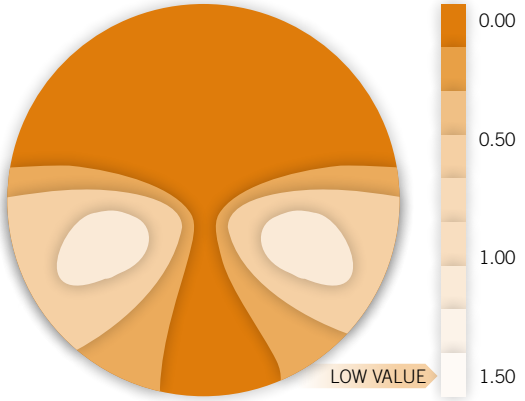
PERFORMANCE



POWER MAP



CYLINDER MAP



TECHNOLOGIES

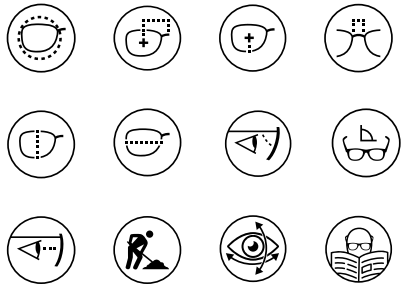
WFRT TECHNOLOGY

OPTIMIZATIONS

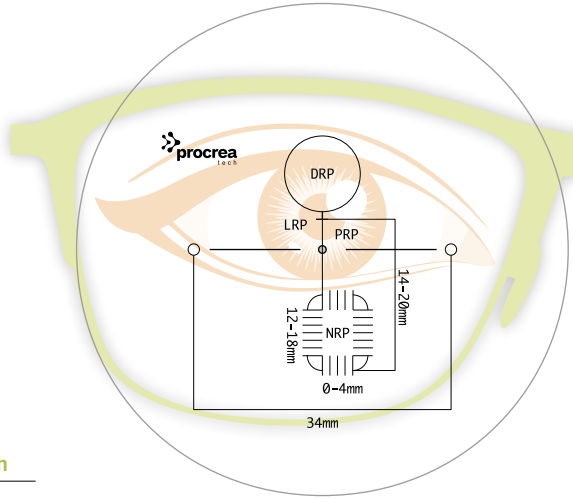
CREA LENTICULARIZATION

CREASIZE 2.0

DESIGN PARAMETERS



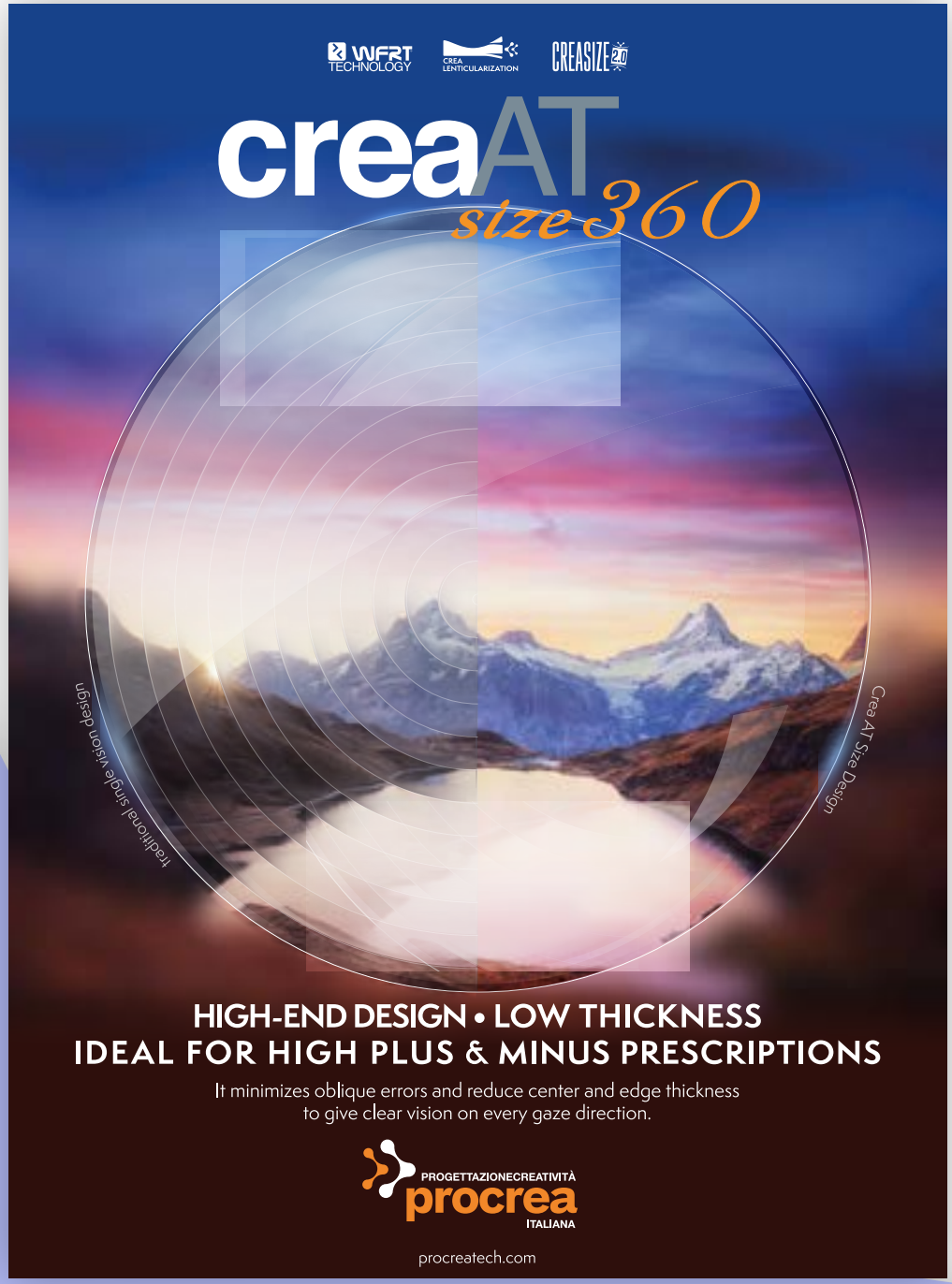
TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end and slim progressive	Adaptive	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm smart inset	12 - 18 mm	14 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.50 dpt

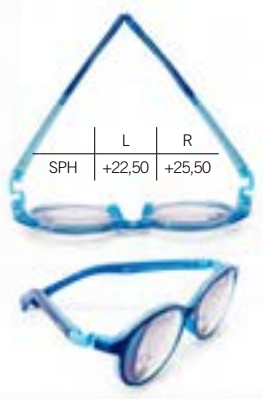
SINGLE VISION SIZE DESIGN



HIGH-END DESIGN
LOW THICKNESS
IDEAL FOR HIGH PLUS & MINUS
PRESCRIPTIONS

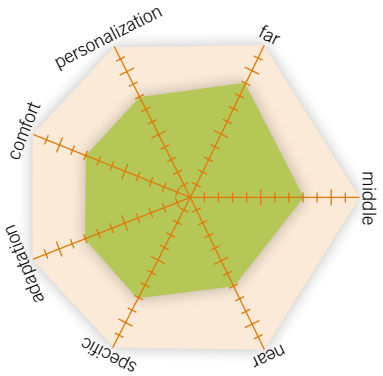
AT SIZE 360

Crea AT Size 360 is the exclusive Single Vision design provided by ProCrea, enhanced by the disruptive combination of CREA SIZE 2.0 and CREA LENTICULARIZATION. Based on the WFRT® Technology, it minimizes oblique errors to give clear vision on every gaze direction. Thanks to the special form of the surface, final lenses result thinner and lighter, even compared to traditional aspheric designs. Noticeable improvement will be noted by users with high prescriptions or in case of special frames, such as sport glasses, where higher base curves are needed. Personalization parameters, including user data and frame specifications, are required to achieve a compensated prescription and the maximum performance. Moreover, especially for high power lenses, a combination of CREA SIZE 2.0 and CREA LENTICULARIZATION technologies is added to reduce center and edge thickness with no impact on comfort and quality of vision.



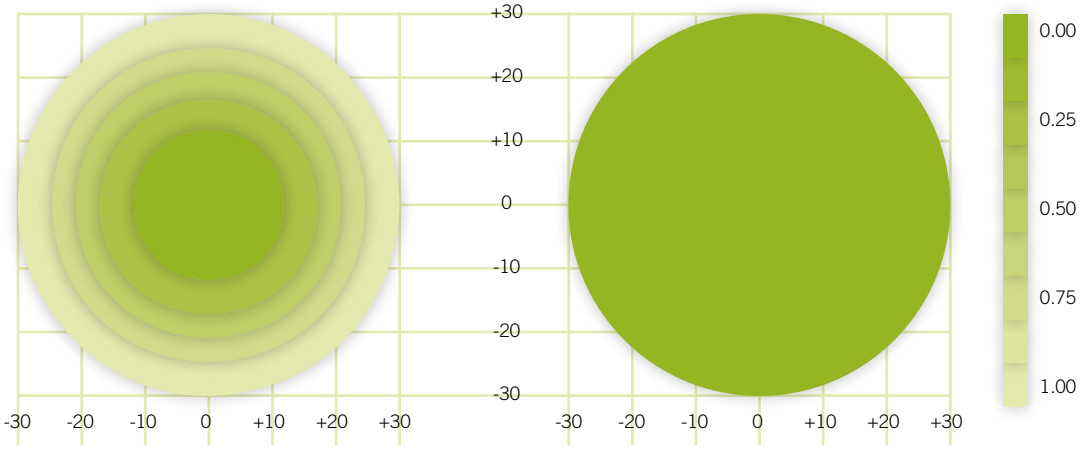
crea at size 360

PERFORMANCE



CONVENTIONAL SV

CREA AT SV



The graph above shows the performance comparison between a conventional lens and a Crea AT lens of -5.00D CR-39 when viewing away from optical center.

TECHNOLOGIES

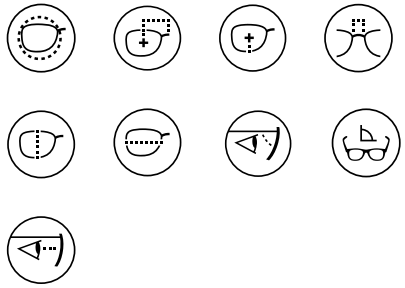
WFRT TECHNOLOGY

OPTIMIZATIONS

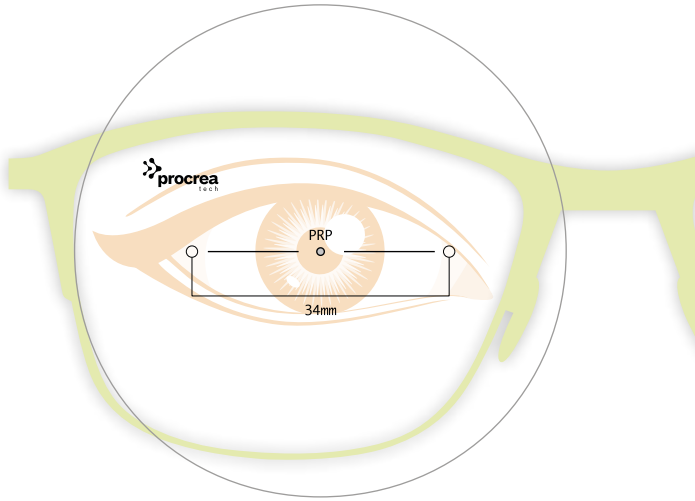
CREA LENTICULARIZATION

CREASIZE 2.0

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Allowed Materials	Precalibration	Personalization	Prism Ref. Point (PRP)	Max. Diameter	Sphere Range	Cylinder Range
High-end and slim single vision	All	Yes	Yes	Geometrical Center Allowed Range: 0 - 15 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt

SINGLE VISION DESIGN

ADVANCED EVOLUTION
OF A MULTI-ASPHERIC
OPHTHALMIC LENS

CREA ARYA SV

ARYA SV is an advanced evolution of a multi-aspheric ophthalmic lens. Leveraging the Eye-Shuttle technology, it is possible to customise the lens asphericity according to the person's unique eye movement patterns. Thanks to the eye-tracking sensors of the virtual reality headset and the use of dedicated algorithms, a frequency map representing the most frequently used lens zones is generated. By computing all this data, it is possible to modulate the multi-sphericity of ARYA SV according to the person's natural eye movements, bringing visual comfort to a higher level. Moreover, the person will perceive sharper vision thanks to this customised spherical aberration compensation. The incredible technology of ARYA SV is enhanced by a unique and unforgettable buying experience thanks to Eye-Shuttle's virtual reality, your customers will be captured by the beauty of the Metaverse.

iC
i Check

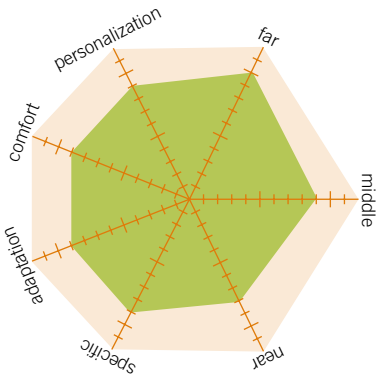
NEW

ARYA designs can be integrated with the I-Check app to measure frame position of wear parameters.

THE I-CHECK APP CAN REPLACE THE EYE-SHUTTLE VR HEADSET IN DETECTING EYE MOVEMENTS."

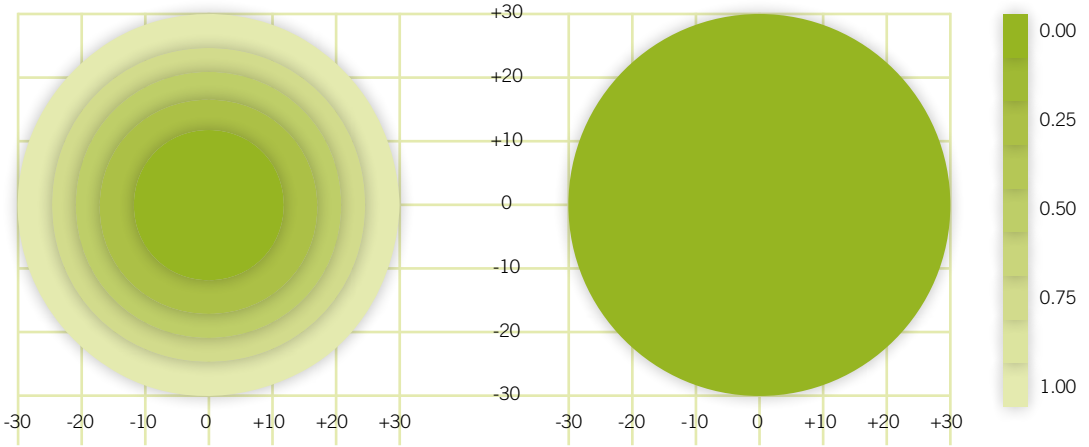
crea arya sv

PERFORMANCE



CONVENTIONAL SV

CREA ARYA SV



The graph above shows the performance comparison between a conventional lens and a Crea ARYA SV lens of -5.00D CR-39 when viewing away from optical center.

TECHNOLOGIES

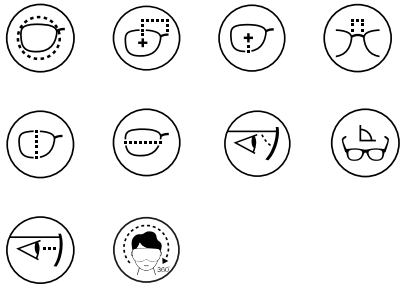
WFRT TECHNOLOGY

EYE SHUTTLE

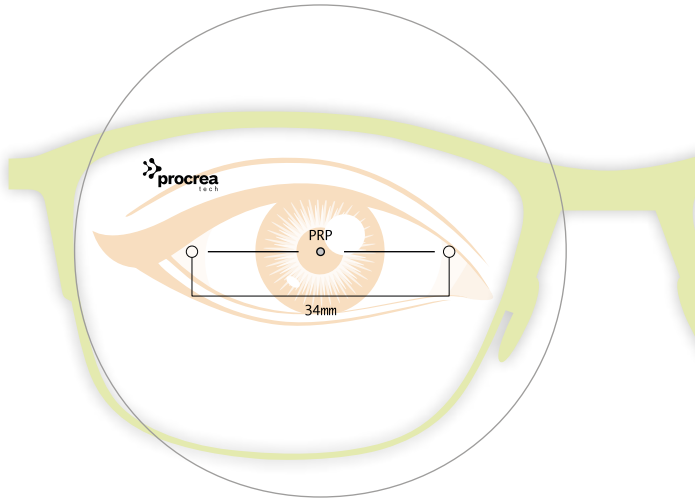
SOFTWARE

VR EYE SHUTTLE

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Allowed Materials	Precalibration	Personalization	Prism Ref. Point (PRP)	Max. Diameter	Sphere Range	Cylinder Range
High-end single vision	All	Yes	Yes	Geometrical Center Allowed Range: 0 - 15 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt

SINGLE VISION DESIGN

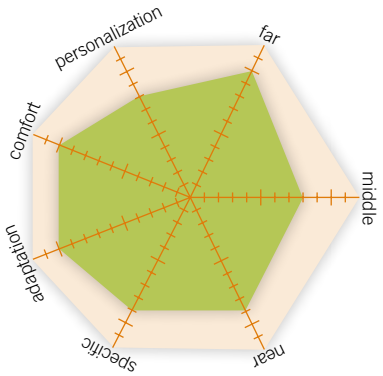
OPTIMIZED FOR
DIGITAL DEVICES
INCREASED COMFORT ON
PERIPHERAL AND NEAR VISION
HIGH CONTRAST
LESS STRAIN

MULTIFORM TECH

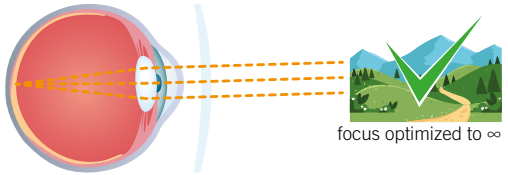
Single vision designs available in the market work for all common daily tasks such as working and leisure. The MULTIFORM technology adds a specific focus to the intensive use of digital devices and optimizes the design for the related distances and thus for activities such as reading or playing videogames on smartphones and tablets. The innovative 3D simulation environment takes into account multiple distances at predefined gazes for which a shorter than usual distance is adopted for the optimization process on peripheral and near vision. Thanks to this innovative technology, the wearer benefits of a wider and dynamic field of view and gets increased comfort and higher contrast with less strain, in particular while using digital devices.in all directions, even at near distances.

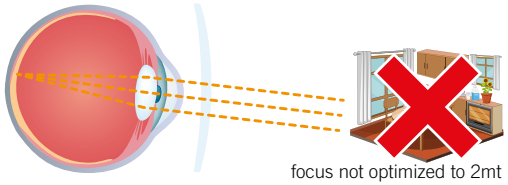
multiform tech

PERFORMANCE

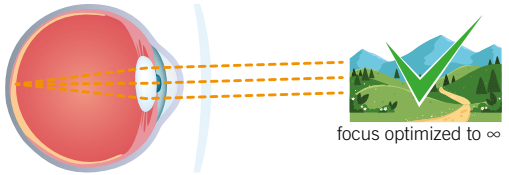


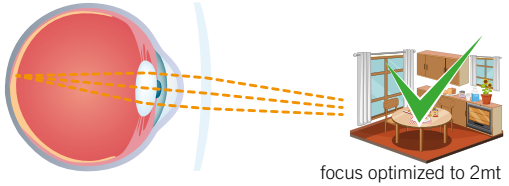
CONVENTIONAL SV





MULTIFORM TECH SV

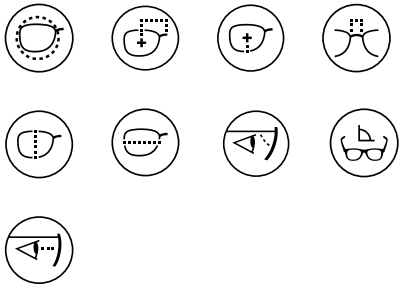




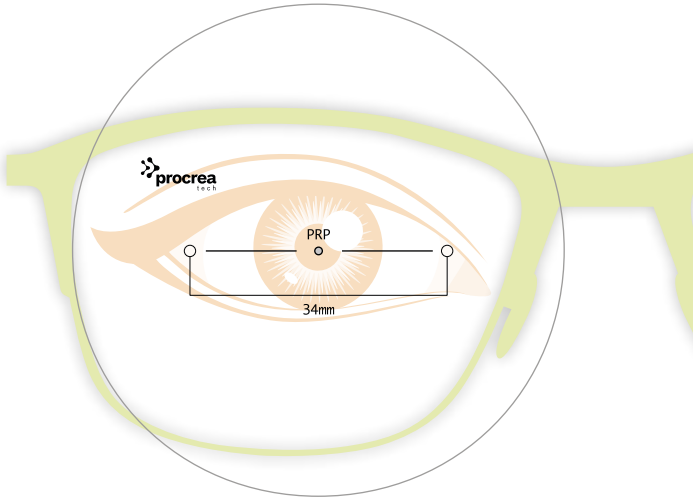
TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Allowed Materials	Precalibration	Personalization	Prism Ref. Point (PRP)	Max. Diameter	Sphere Range	Cylinder Range
High-end single vision	All	Yes	Yes	Geometrical Center Allowed Range: 0 - 15 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt

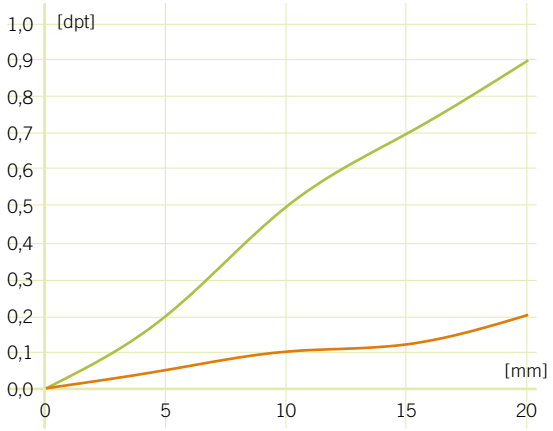
SINGLE VISION DESIGN

procrea
tech

HIGH-END DESIGN
OBLIQUE ERRORS
MINIMIZATION
IDEAL FOR HIGH PLUS & MINUS
PRESCRIPTIONS

CREA AT 360

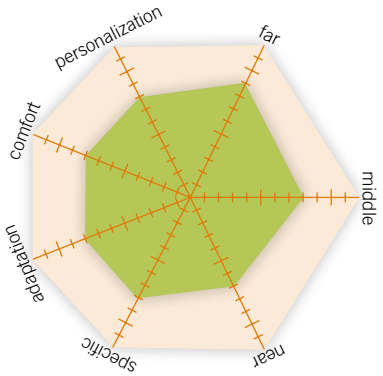
Based on the WFRT® Technology, Crea AT 360 minimizes oblique errors to give clear vision on every gaze direction. Thanks to the special form of the surface, final lenses result thinner and lighter, even compared to traditional aspheric designs. Noticeable improvement will be noted by users with high prescriptions or in case of special frames, such as sport glasses, where higher base curves are needed. Personalization parameters, including user data and frame specifications, are required to achieve a compensated prescription and the maximum performance.



The graph above shows the performance comparison between a conventional lens and a Crea AT lens of -5.00D CR-39 when viewing away from optical center.

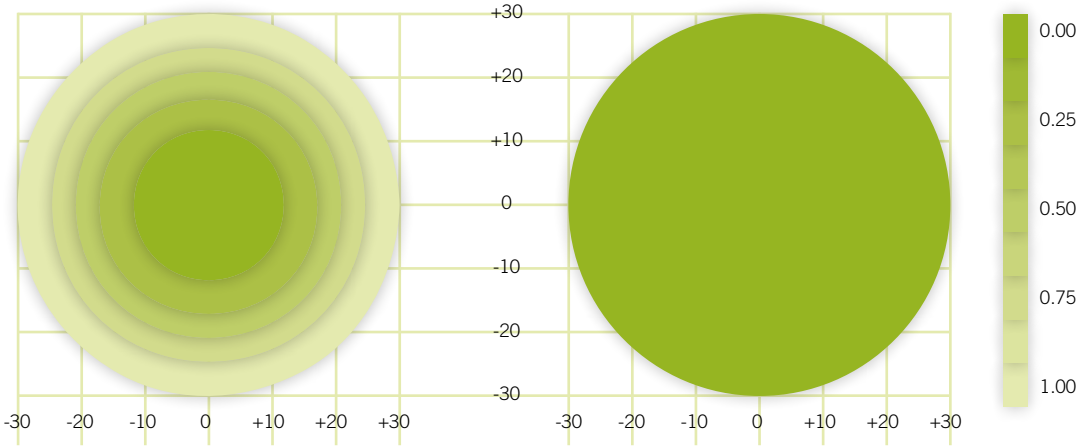
crea at 360

PERFORMANCE



CONVENTIONAL SV

CREA AT SV

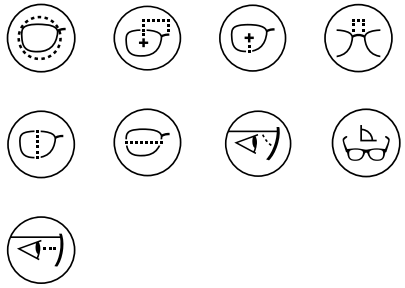


The graph above shows the performance comparison between a conventional lens and a Crea AT lens of -5.00D CR-39 when viewing away from optical center.

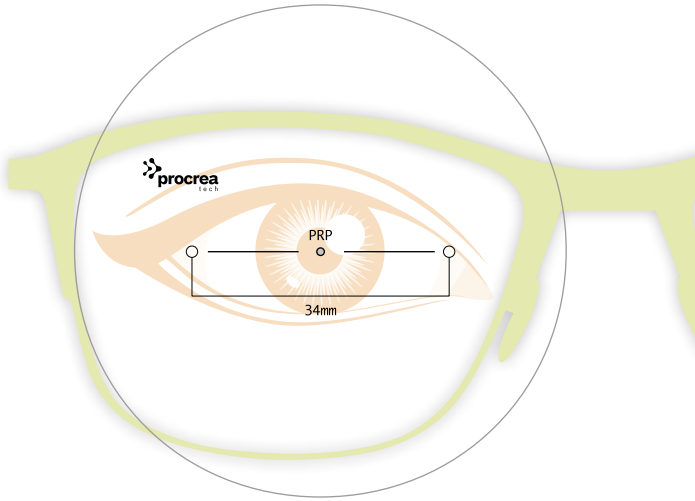
TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Allowed Materials	Precalibration	Personalization	Prism Ref. Point (PRP)	Max. Diameter	Sphere Range	Cylinder Range
High-end single vision	All	Yes	Yes	Geometrical Center Allowed Range: 0 - 15 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt

SINGLE VISION DESIGN

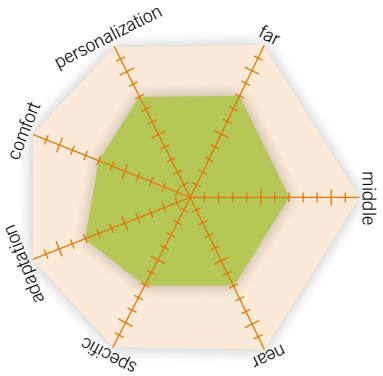
REPLACES ASPHERIC BLANKS IN YOUR STOCK
PROVIDES CHEAPER ALTERNATIVE TO SV
PERSONALIZED FF DESIGNS TO YOUR CUSTOMERS
PROVIDES ATORICAL BACK SURFACE FOR TRADITIONAL PROGRESSIVE BLANKS

CREA ASFORM (ATSC)

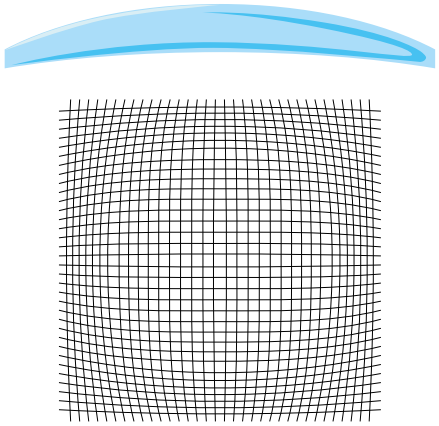
This is a new simple aspheric design particulary suitable to replace the conventional production based on aspheric blanks. No more aspheric blanks stock in your lab, but you can keep offering cheap aspheric lenses other than top quality multi-aspheric customized lenses (Crea AT) using the same spherical blanks. Good vision quality at a reasonable cost and the right way to consume your stock of conventionals.

crea asform

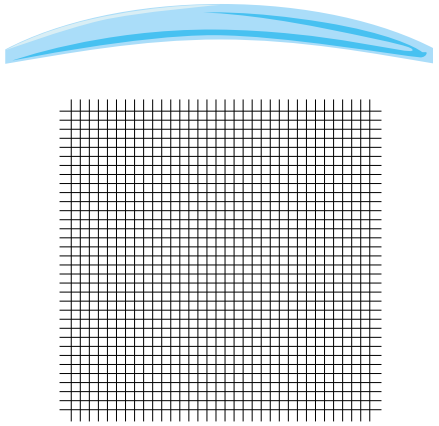
PERFORMANCE



SPHERIC SV



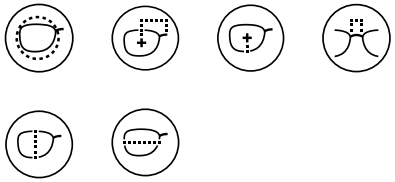
CREA ASFORM SV



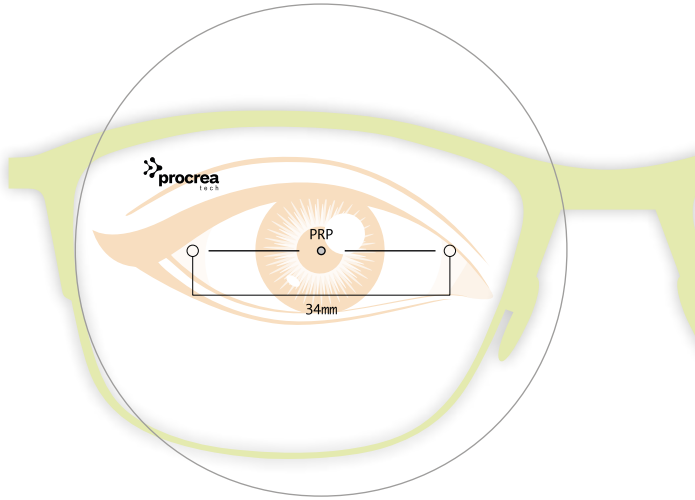
TECHNOLOGIES

STANDARD ASPHERIC

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Allowed Materials	Precalibration	Personalization	Prism Ref. Point (PRP)	Max. Diameter	Sphere Range	Cylinder Range
Medium single vision	All	Yes	No	Geometrical Center Allowed Range: 0 - 15 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt

KIDS

THE FIRST INTELLIGENT PROCREA SV DESIGNED TO SLOW DOWN MYOPIA PROGRESSION

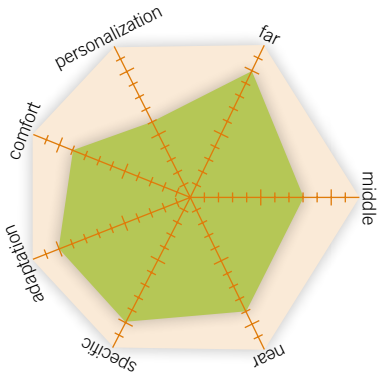
MYOCONTROL

MYOCONTROL is PROCREA's freeform response to the myopia epidemic, which is spreading worldwide.
It is a unique and smart SV design to control myopia progression.
MYOCONTROL exploits the peripheral defocus principle, which is the most accepted theoretical model regarding myopia progression. The peripheral positive defocus is introduced with an optimised and balanced power law, and it compensates for the eyeball elongation stimulus.
MYOCONTROL features a symmetrical and concentric power distribution that homogenously stimulates the peripheral retina, where the cells that control myopia development are located. At the same time, it guarantees sharp and comfortable vision thanks to the central zone with the child's prescription.
The design has now been used across the world as myopia progression control strategy and no adaptation issues have been experienced.

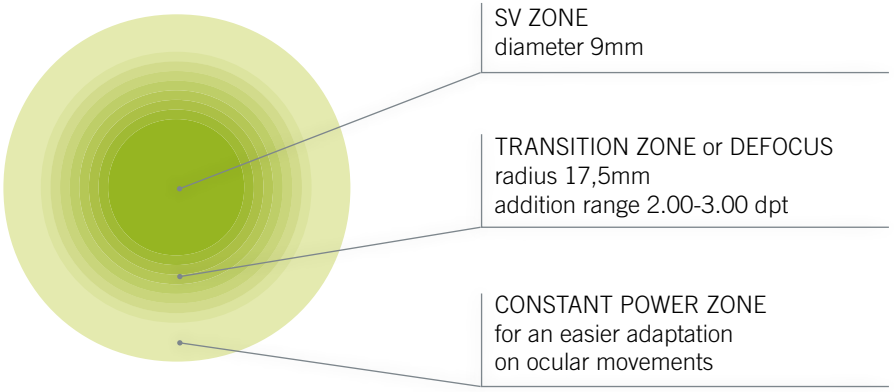
Preliminary data study:
Short-term choroid thickness change appears to be an indicator of long-term efficacy in reducing myopia progression.
Preliminary data on the choroid study using Myocontrol are encouraging, as they show a thickening of the choroid after a short period of wear, while in the control group wearing standard SV lenses there was no statistically significant change.

myocontrol

PERFORMANCE



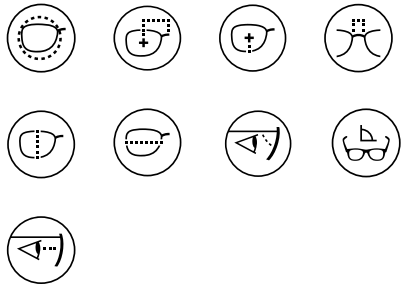
POWER MAP



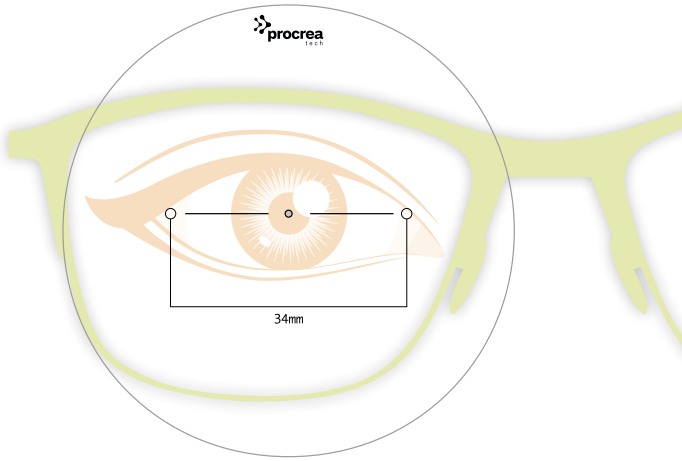
TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS



TECHNICAL SPECS

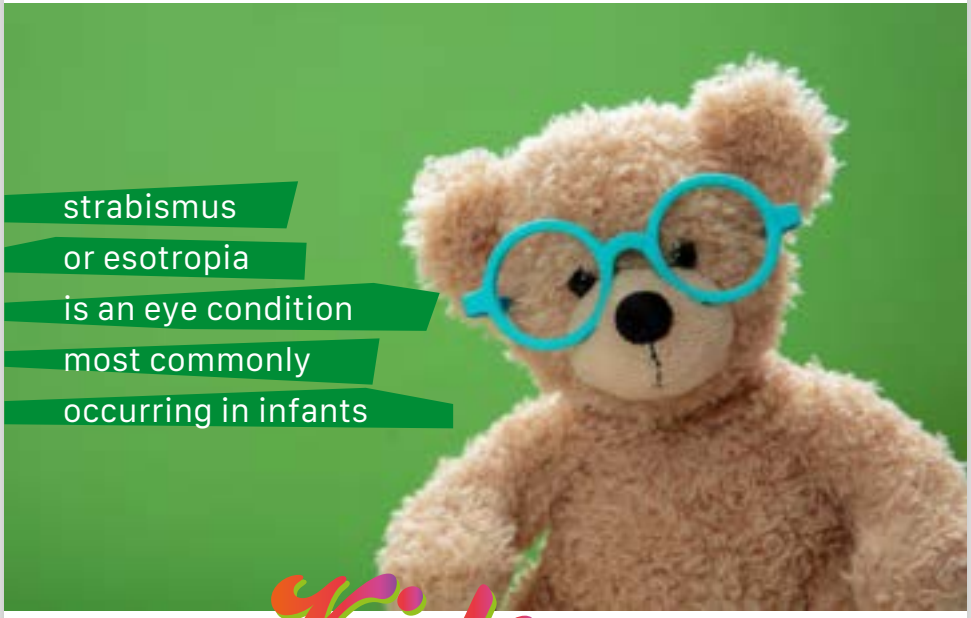


Market Segment	Allowed Materials	Precalibration	Personalization
Single vision to control myopia progression	All	Yes	Yes

Prism Ref. Point (PRP)	Layout Reference Point (LRP)	Max. Diameter	Sphere Range	Cylinder Range	SV Zone Diameter	Transition Zone Radius
Geometrical Center. Allowed Range 0 - 12 mm	0	80 mm	0 / -30 dpt	-8 / +8 dpt	9 mm	17,5 mm

KIDS

www.procreatech.com



Kids PRO
progressive esotropia lens design

a PAL design for kids affected by strabismus or esotropia with a corridor of only 8mm

PROGETTAZIONECREATIVITÀ procrea ITALIANA

THE MADE IN ITALY DESIGNS FOR YOUR LAB

THE PROGRESSIVE LENS DESIGN FOR ESOTROPIA FOR CHILDREN

KIDS PRO

Strabismus or Esotropia is an eye condition most commonly occurring in infants.

The condition causes a misalignment of the eyes - wherein one eye looks straight ahead and the other eye looks upward, downward, to the left or to the right.

Strabismus occurs when muscles around the eye don't work in full coordination.

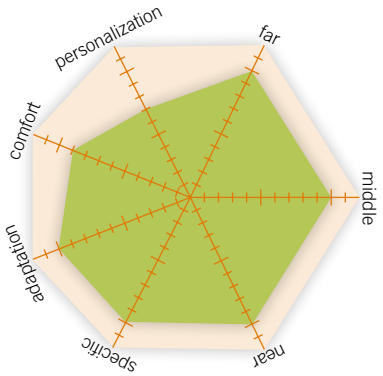
Children ranging from 2 to 16 years can be treated for accommodative esotropia with Kids Pro progressive lenses.

Kids Pro is suitable for small frames. It is featured by a short corridor of only 8 mm and a minimum fitting height of 10 mm.

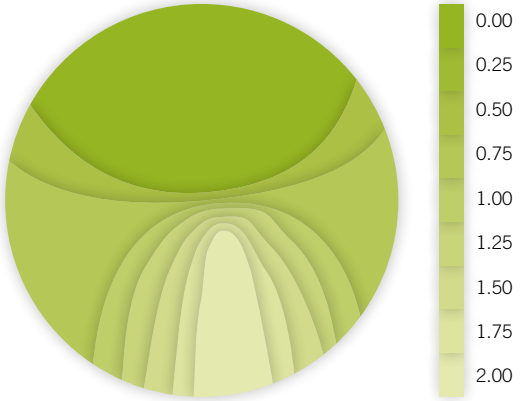
Kids Pro improves ocular parallelism and binocular cooperation, ensuring an excellent balance between usability and comfort.

kids pro

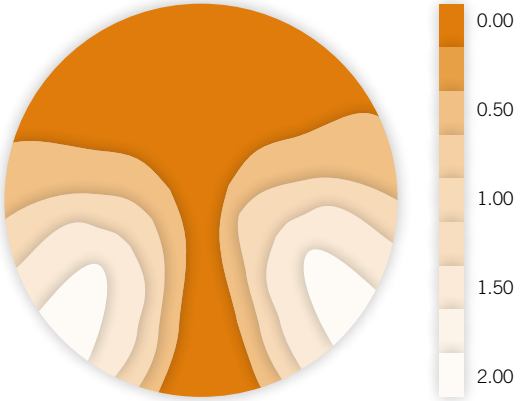
PERFORMANCE



POWER MAP



CYLINDER MAP

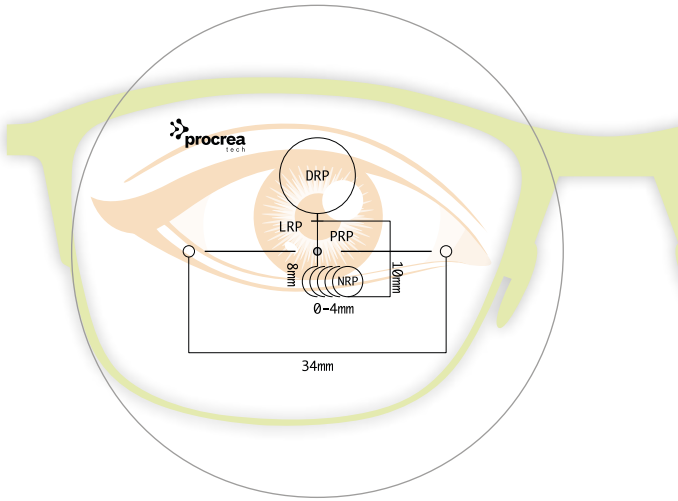


TECHNOLOGIES

NOMINAL POWER

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
PAL for child	Soft	All	Yes	No

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	8 mm	10 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 3.50 dpt

DIGITAL FAMILY DESIGN

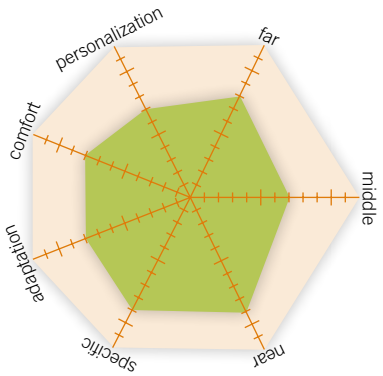
POWER BOOST
IN THE BOTTOM
RELIEF WHILE USING
DIGITAL DEVICES
SUITABLE EVEN
FOR YOUNG PEOPLE
FULL FIELD DESIGN

HELP YOUNG

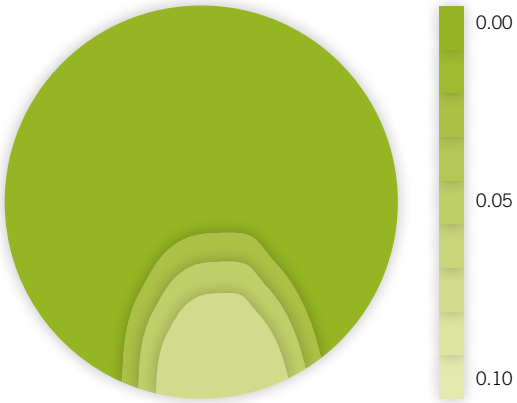
Help Young is the first lens providing a very small accommodative support placed over the whole bottom part of the surface. It is suitable almost for everyone from 16 years old onwards and provides unprecedented relief while using digital devices such as smartphone and tablets. Practically, it has no corridor and does not require any adaption. Thanks to WFRT technology, the recalculated near power will be free of unwanted astigmatism and prismatic effects.

help young

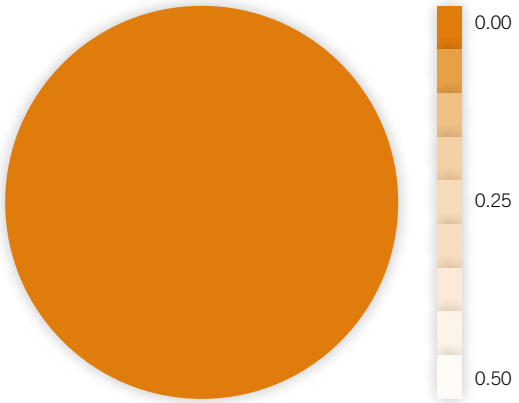
PERFORMANCE



POWER MAP



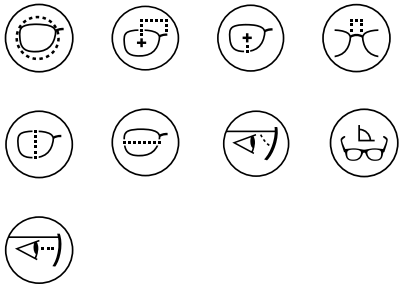
CYLINDER MAP



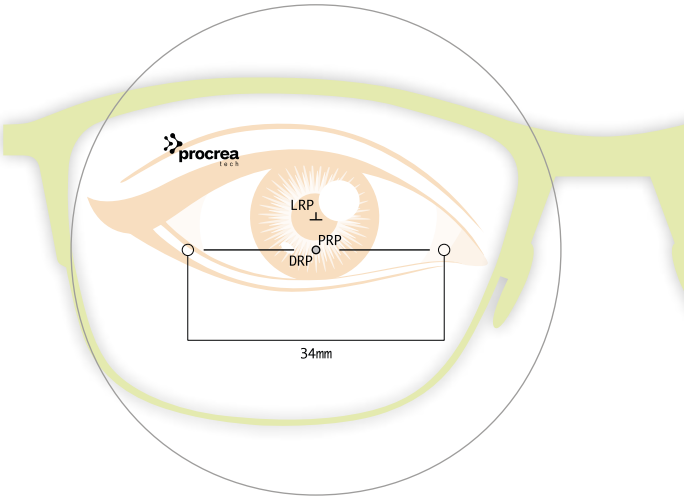
TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS



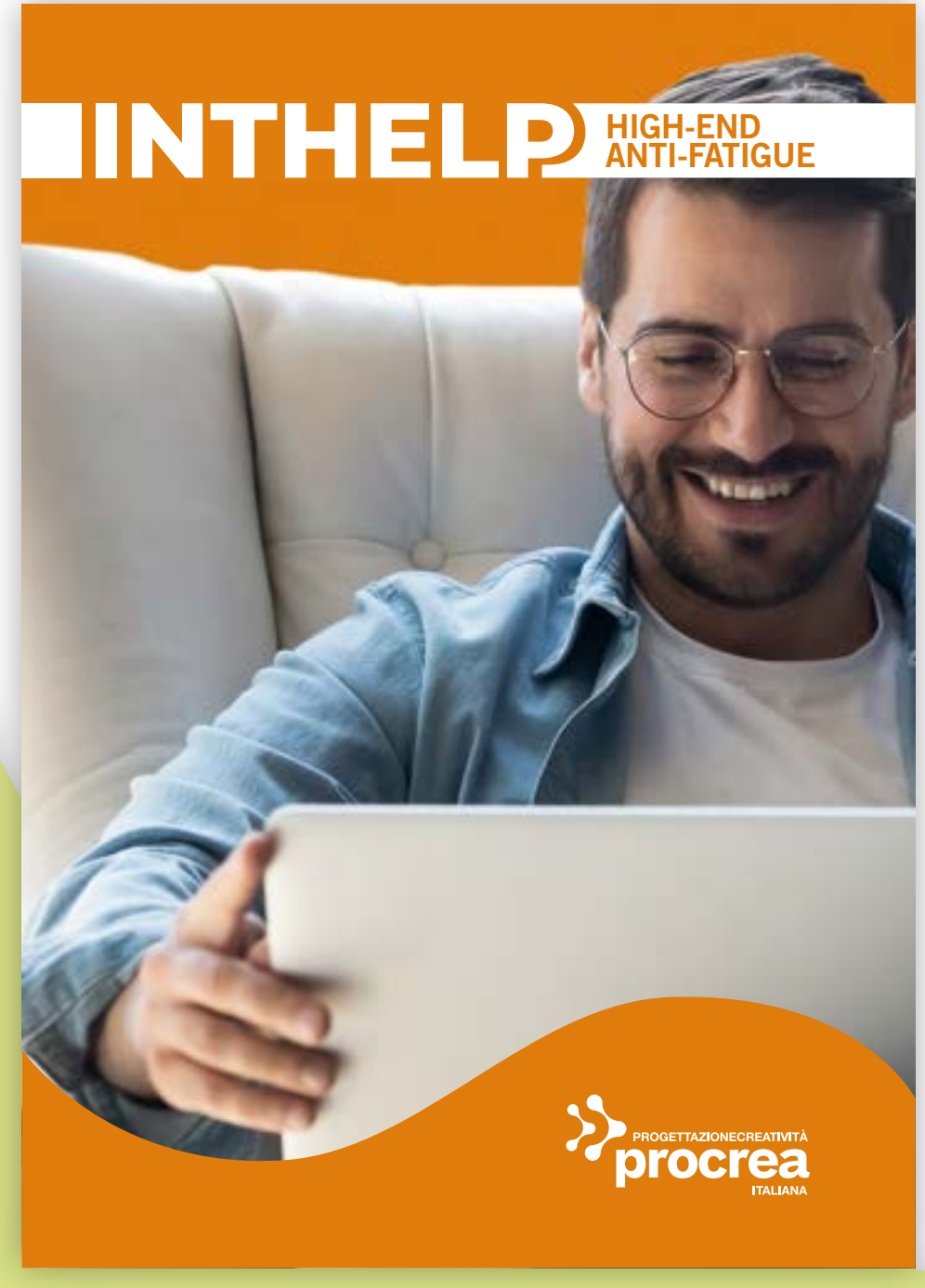
TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
Small Accomodation	Power Boost Equipped Lens	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Power Boost	Near Ref. Point (NRP)	Max. Diameter	Sphere Range	Cylinder Range
Geometrical Center. Allowed Range 0 - 15 mm	Same as PRP	+ 4 mm	-	-	80 mm	-30 / +25 dpt	-8 / +8 dpt

DIGITAL FAMILY DESIGN



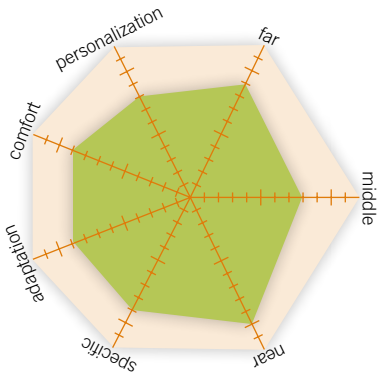
EXTENDED ADDITIONS RANGE
FULL FIELD DESIGN
NO ACCOMODATION
SUITABLE AS FIRST-PAL

INTHELP

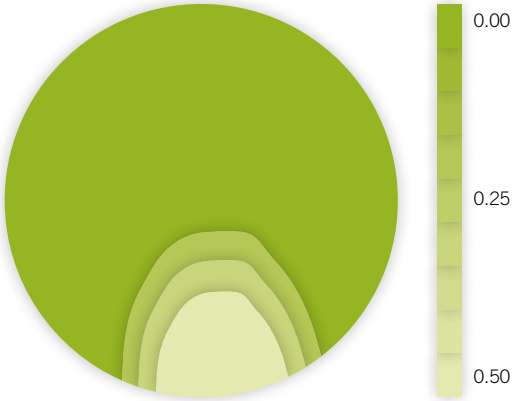
IntHelp is a full field progressive lens with all benefits of a single vision lens. Equipped with extended addition range: 0.40, 0.65, 0.90, 1.10, 1.30, it takes you gradually over the time to wear a standard progressive lens without the need of adaption. Each addition has been developed with a special power law that guarantees the same comfort of a single vision lens, a soft corridor and a good near vision area. It reduces your daily accommodation efforts and avoids pain, dryness and headache on lower additions, while it acts as a “early” progressive lens on higher additions. It is suited for all-day use, indoor and outdoor, including computer and mobile devices that normally require high performance on near-intermediate distances.

inthelp

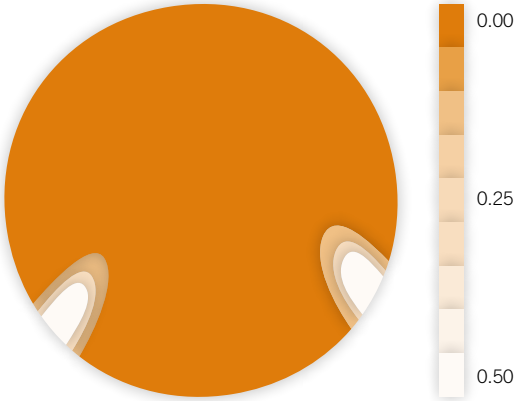
PERFORMANCE



POWER MAP



CYLINDER MAP

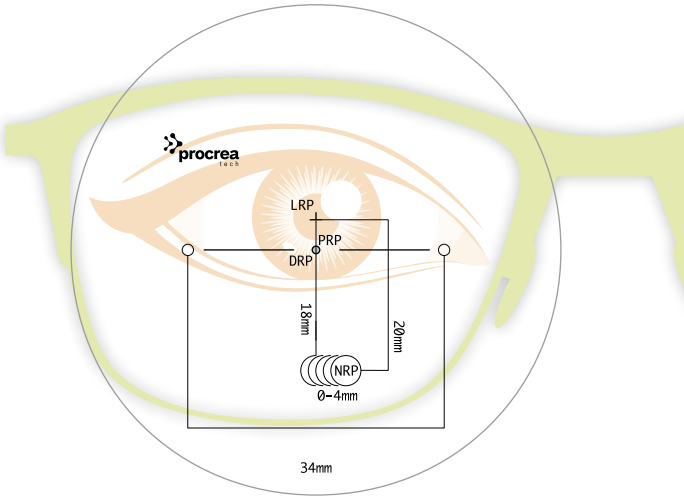


TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end Anti-Fatigue	Power Boost Equipped Lens	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Power Boost	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range
Geometrical Center. Allowed Range 0 - 15 mm	+ 10 mm	+ 4 mm	0 - 4 mm auto inset	0.40 - 0.65 - 0.90 - 1.10 - 1.30 dpt	18 mm	20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt

DIGITAL FAMILY DESIGN

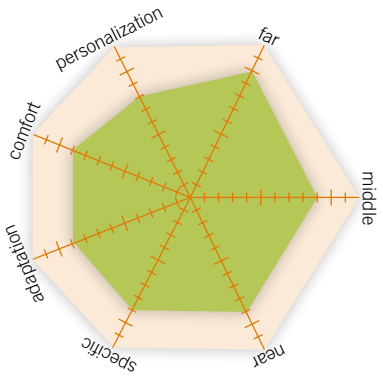
A PAL DESIGN
FOR A DIGITAL LIFE

INTHELP PRO

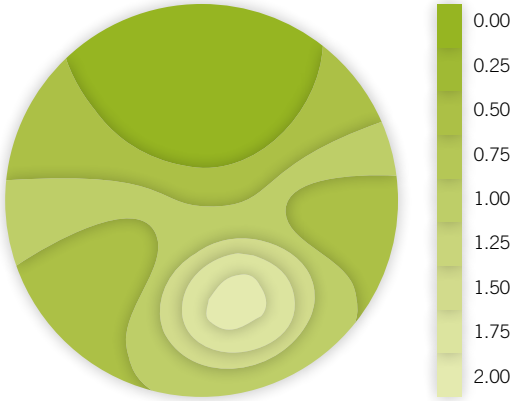
IntHelp pro is a progressive design intended to middle age wearers who make intensive use of digital devices such as smartphones and tablets. This design reduces the strain in the near vision zone and increases the overall comfort through the use of the robust WFRT optimization technology and the Smart Inset. Moreover, the adaptation process is made easier and immediate, in particular when IntHelp design has been previously used as first PAL.

inthelp pro

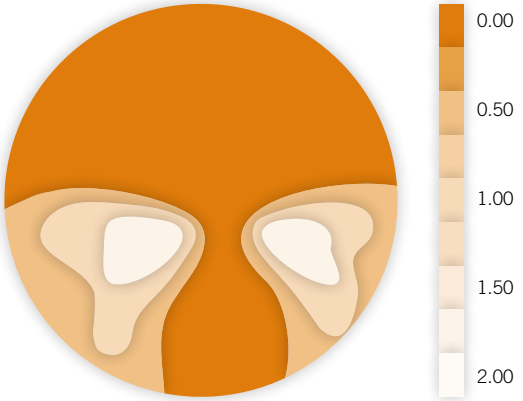
PERFORMANCE



POWER MAP



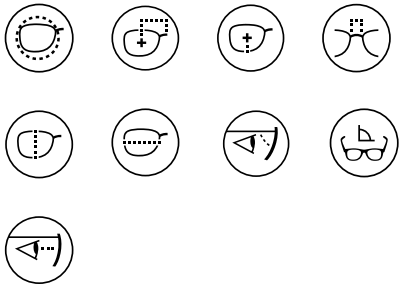
CYLINDER MAP



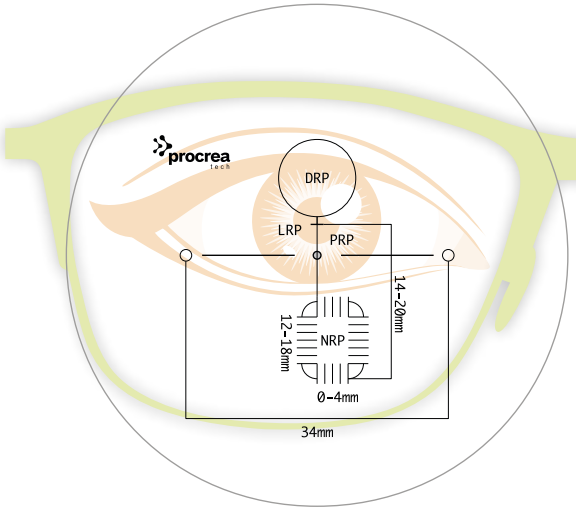
TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS



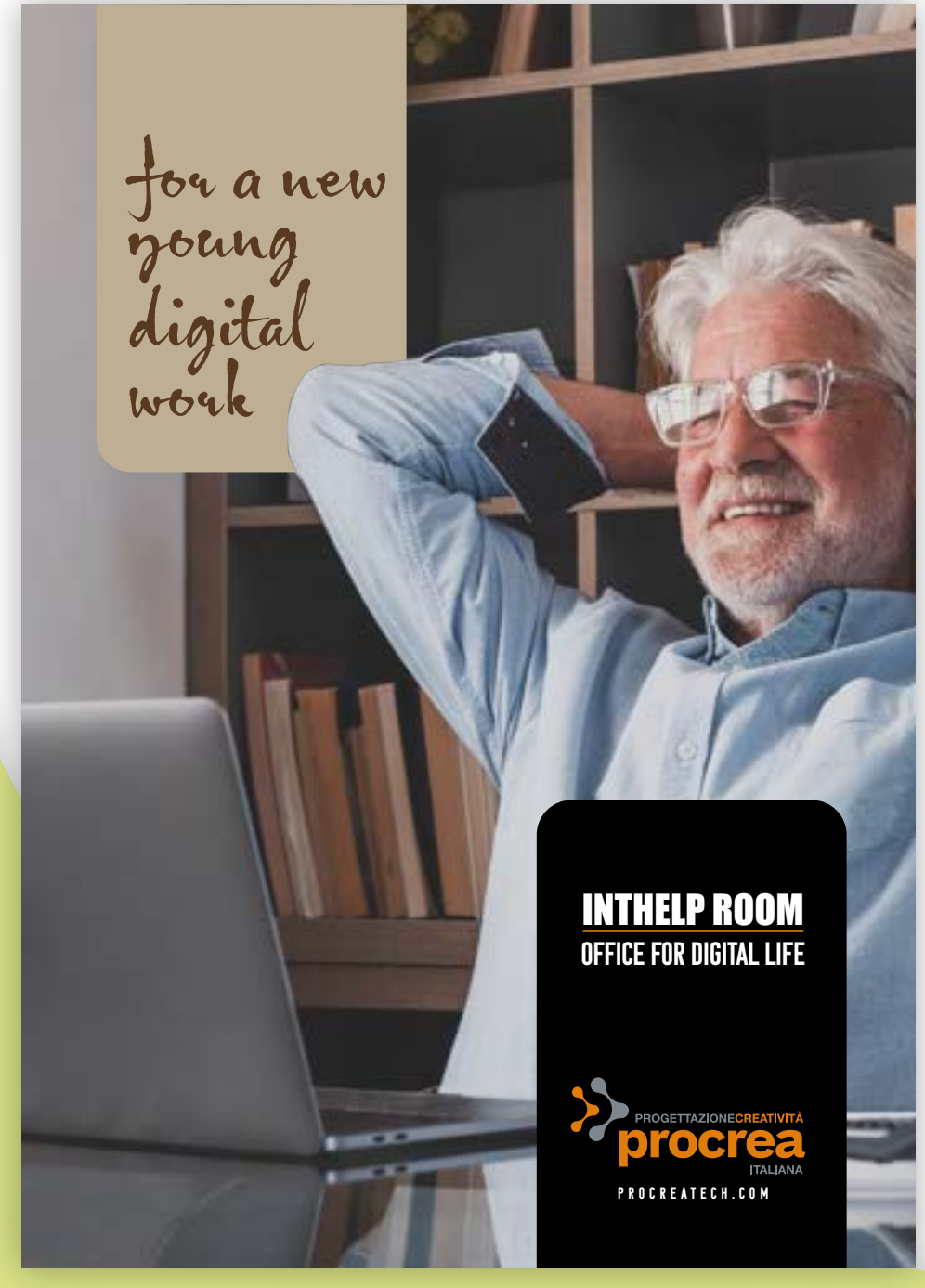
TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
PAL for digital life	Soft	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 15 mm	+10 mm	+ 4 mm	0 - 4 mm auto inset	12 - 18 mm	14 - 20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt	0.75 / 4.50 dpt

DIGITAL FAMILY DESIGN



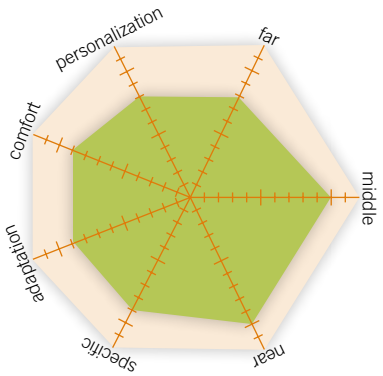
AN OFFICE LENS FOR DIGITAL WORK

INTHELP ROOM

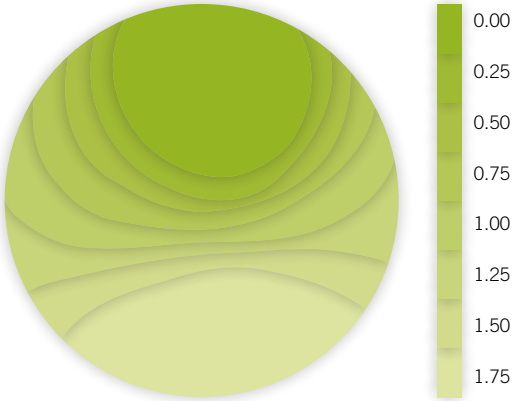
IntHelp Room completes the range of digital devices oriented designs with an office lens that leverages all features of the Crea Room design and adds a specific optimization on intermediate and near vision zones for specific distances related to the use of smartphones and tablets. By this means, the effective volume of such zones is naturally increased and the overall comfort while working in the office is improved.

inthelp room

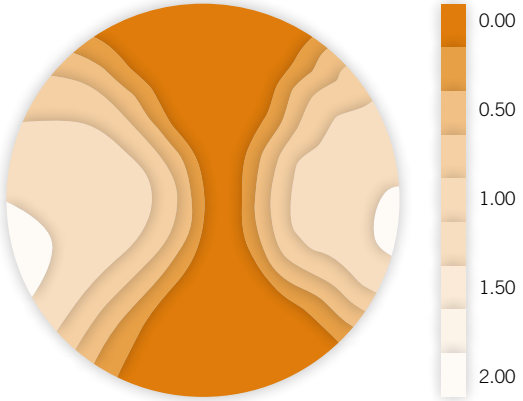
PERFORMANCE



POWER MAP



CYLINDER MAP

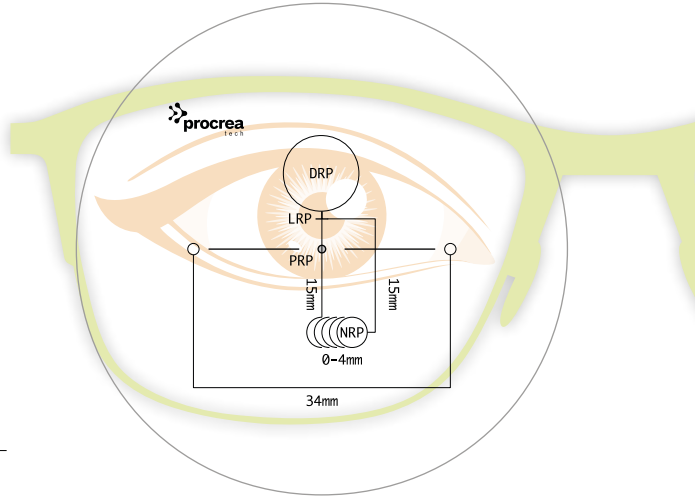


TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
Office for digital life	Soft	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range	Degr.	Dept of Field
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	15 mm	15 mm	80 mm	-25 / +15 dpt	-8 / +8 dpt	0.75 / 3.50 dpt	Auto	Variable (33 cm - 4 mt)

ANTI FATIGUE DESIGN

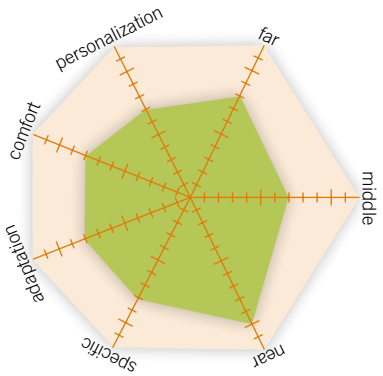
ANTI-FATIGUE DESIGN
POWER BOOST
IN THE BOTTOM
INTENDED FOR ASSIDUOUS
READERS
FULL FIELD DESIGN

CREA HELP

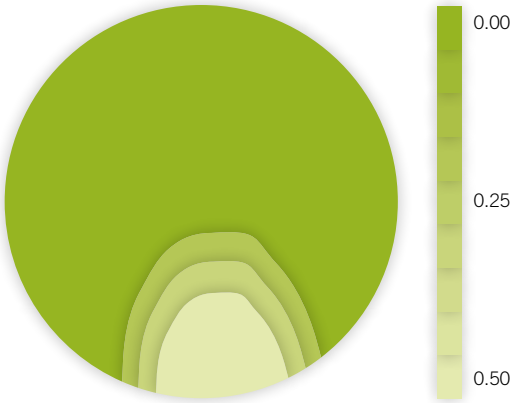
CREA HELP is the perfect replacement to a conventional single vision design with a specific correction in the bottom part of the lens. The use of digital devices, such as computer, tablet, smartphone but also a book, stress the eyes as muscles surrounding the crystalline make a lot of effort to adapt from one device to another resulting, after some time, in blurred vision. Crea Help reduces your daily fatigue and improves digital devices reading.

crea help

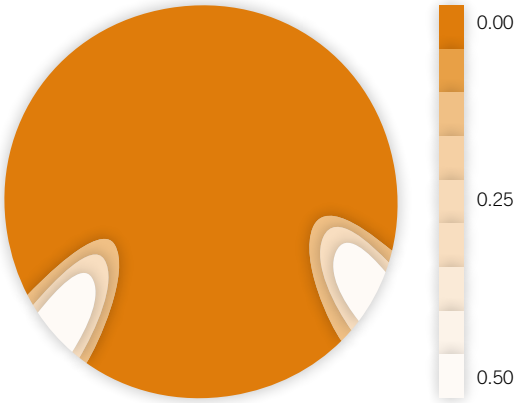
PERFORMANCE



POWER MAP



CYLINDER MAP

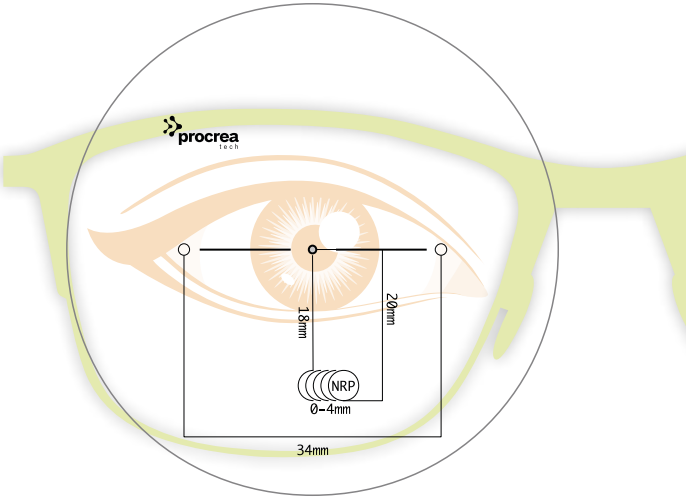


TECHNOLOGIES

NOMINAL POWER

DESIGN PARAMETERS

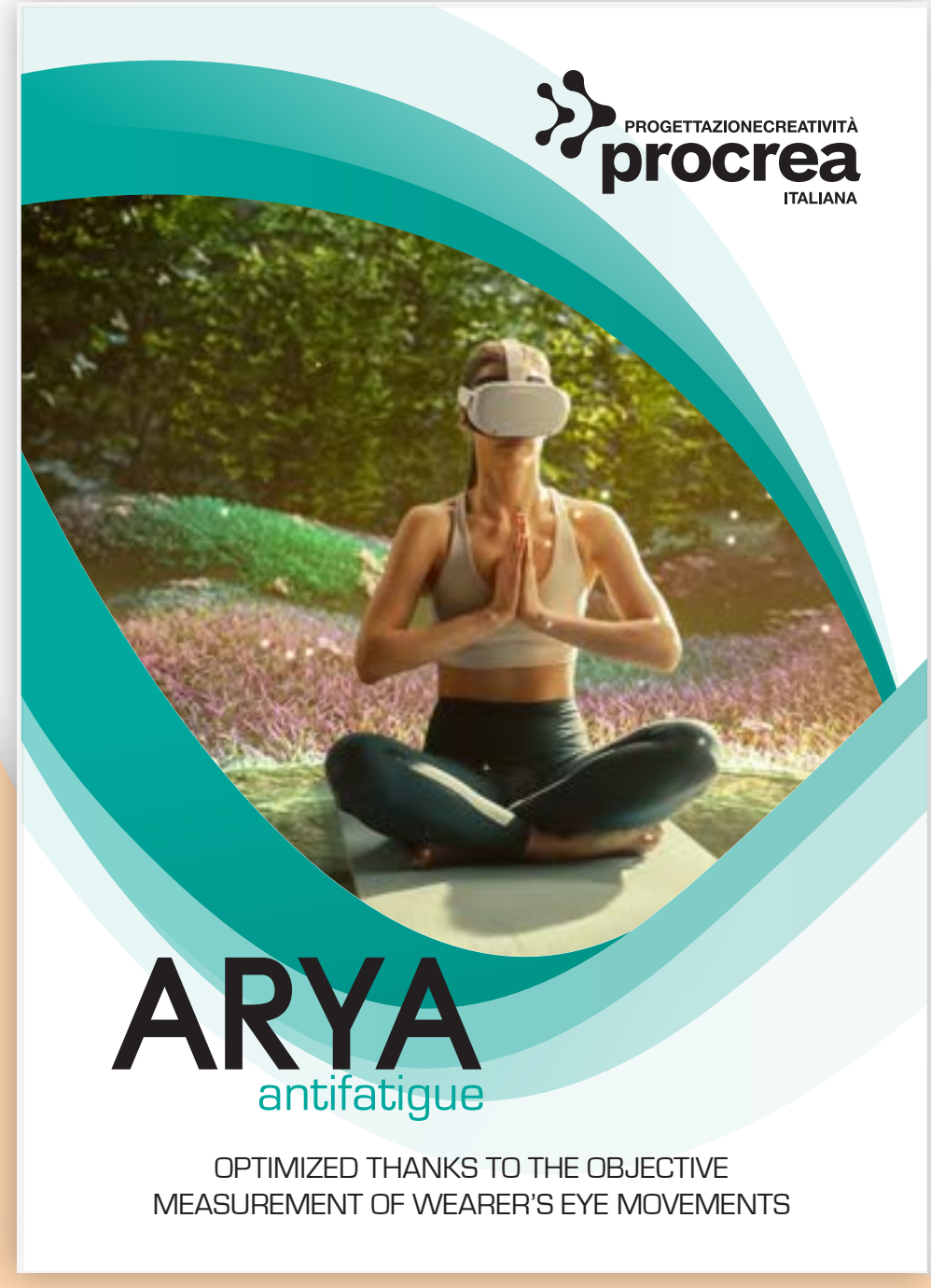
TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
Medium Anti-Fatigue	Full Field Progressive	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Power Correction	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range
Geometrical Center. Allowed Range 0 - 15 mm	Same as PRP	Same as PRP	0 - 4 mm auto inset	0.50 - 0.75 - 0,90 dpt	18 mm	20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt

ANTI FATIGUE DESIGN



OPTIMIZED THANKS TO THE OBJECTIVE MEASUREMENT OF WEARER'S EYE MOVEMENTS

ARYA ANTIFATIGUE

ARYA ANTIFATIGUE completes the ARYA design series that leverages the Eye-Shuttle virtual reality headset. It is the first anti-fatigue lens optimized thanks to the objective measurement of wearer's eye movements and it features a light power progression, which creates a very wide and comfortable near zone. ARYA ANTIFATIGUE is available with as many as five additions (0.25, 0.50, 0.75, 1.00, 1.25 - 1.50 Dpt) that support the person's accommodative system to relax near vision without any lens adaptation required. Thanks to the eye movement patterns detected by Eye-Shuttle's eye-tracking sensors, the addition power distribution is customized and unique for each wearer to ensure unparalleled visual comfort. This lens supports the accommodative system by relaxing the ciliary muscle; therefore, it is perfect for early presbyopes and teenagers with accommodative insufficiency.

iC
i Check

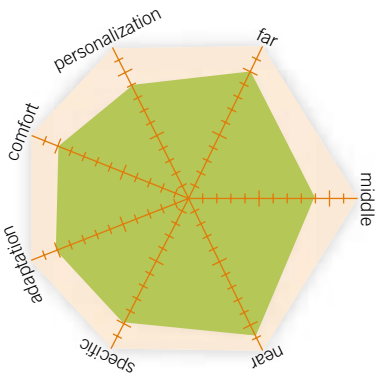
NEW

ARYA designs can be integrated with the I-Check app to measure frame position of wear parameters.

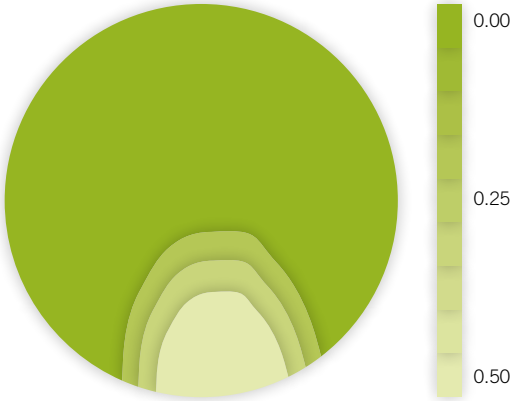
THE I-CHECK APP CAN REPLACE THE EYE-SHUTTLE VR HEADSET IN DETECTING EYE MOVEMENTS."

arya antifatigue

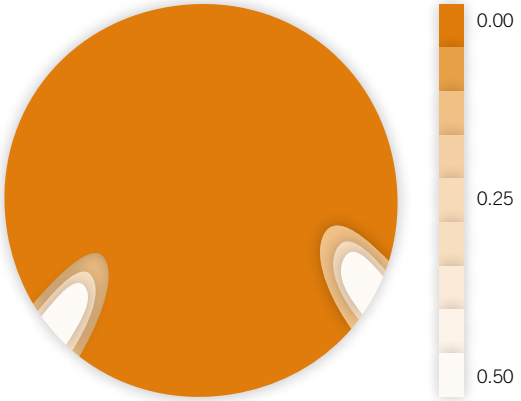
PERFORMANCE



POWER MAP



CYLINDER MAP



TECHNOLOGIES

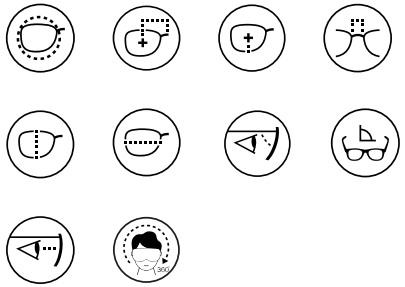
WFRT TECHNOLOGY

EYE SHUTTLE

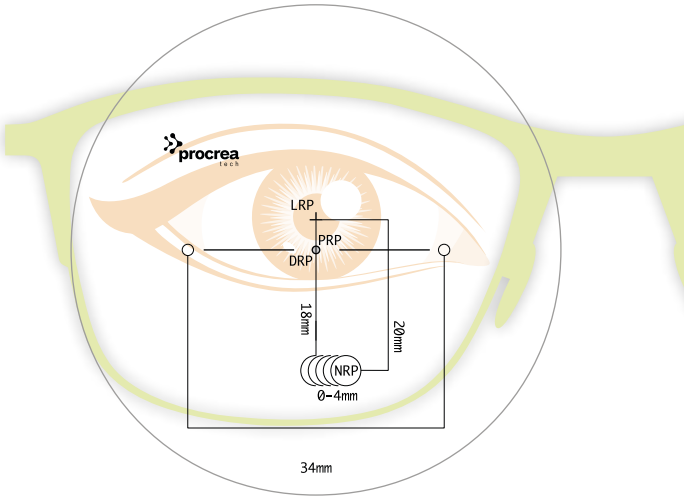
SOFTWARE

VR
EYE SHUTTLE

DESIGN PARAMETERS



TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end Anti-Fatigue	Power Boost Equipped Lens	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Power Boost	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range
Geometrical Center. Allowed Range 0 - 15 mm	+ 10 mm	+ 4 mm	0 - 4 mm auto inset	0.25 - 0.50 - 0.75 - 1.00 - 1.25 - 1.50 dpt	18 mm	20 mm	80 mm	-30 / +25 dpt	-8 / +8 dpt

OCCUPATIONAL DESIGN

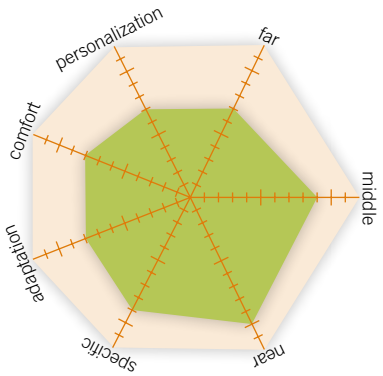
OFFICE PLUS DESIGN
PROVIDES EXACT DEGRESSION
FOR REQUIRED DEPTH
OF FIELD NEAR
AND INTERMEDIATE USE

CREA ROOM

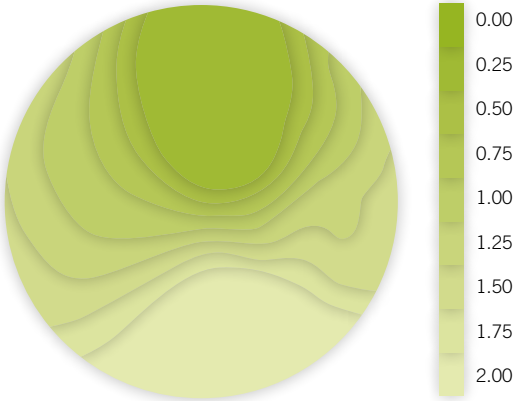
The new exclusive office lens with a completely renovated concept. Instead of degression now one can choose the maximum depth of field of the lens based on personal requirements.
A wide range of depth of fields is available: from 0,5m to 4mt, in steps of 0,5m. The design is automatically optimized for the selected value. It is easier now, even for opticians, to order an office lens at your lab. It is only necessary to know the user's work environment and create the "virtual room" accordingly.

crea room

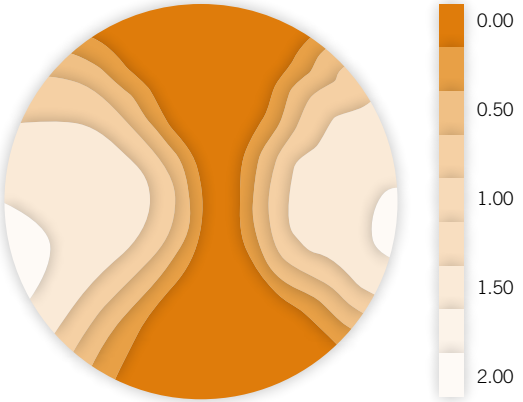
PERFORMANCE



POWER MAP



CYLINDER MAP

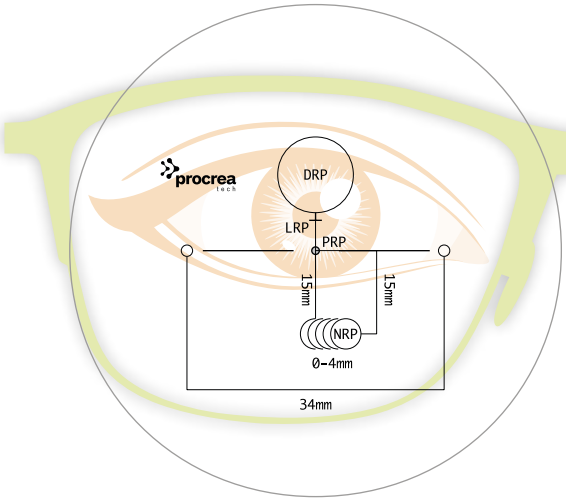


TECHNOLOGIES

NOMINAL POWER

DESIGN PARAMETERS

TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end Office/ Computer Lens	Soft	All	Yes	No

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range	Degr.	Dept of Field
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	15 mm	15 mm	80 mm	-25 / +15 dpt	-8 / +8 dpt	0.75 / 3.50 dpt	Auto	Variable (33 cm - 4 mt)

OCCUPATIONAL DESIGN

procrea tech

creaDESK

INTERMEDIATE AND NEAR USE

OFFICE DESIGN
INTERMEDIATE AND NEAR USE
VERY LOW UNWANTED ASTIGMATISM

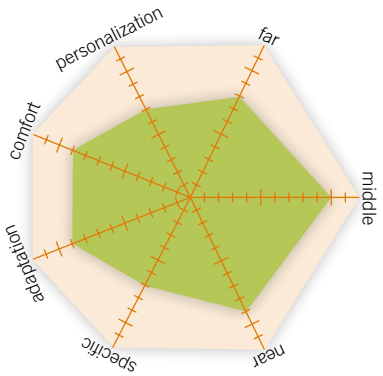
CREA DESK

DESK is an occupational design intended for intermediate and near use, such as computer or reading. It expands these specific visual fields featuring a very low unwanted astigmatism level, swim effect and lateral distortion.
It is, as well, a soft design with an almost immediate adaption.
Besides, the specific power distribution helps user to work in its natural posture, reducing also back and head movements.
On placing the order, you can manually select your desired degression. A table of equivalences between degression and depth of field is provided below to ease your choice.

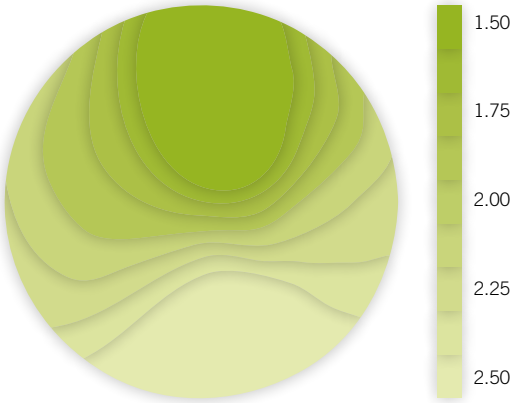
ADD	DEGRESSION			
	-0,75	-1,25	-1,75	-2.25
0,75	Infinite			
1,00	4 m			
1,25	2 m			
1,50	1,33 m	4 m		
1,75		2 m		
2,00		1,33 m	4 m	
2,25			2 m	
2,50			1,33 m	4 m
2,75				2 m
3,00				1,33 m
3,25				1 m
3,50				0,80 m

crea desk

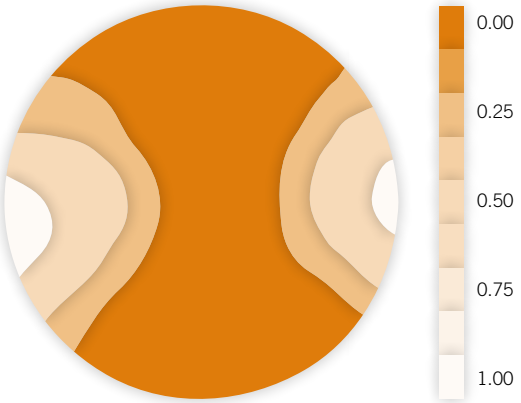
PERFORMANCE



POWER MAP



CYLINDER MAP

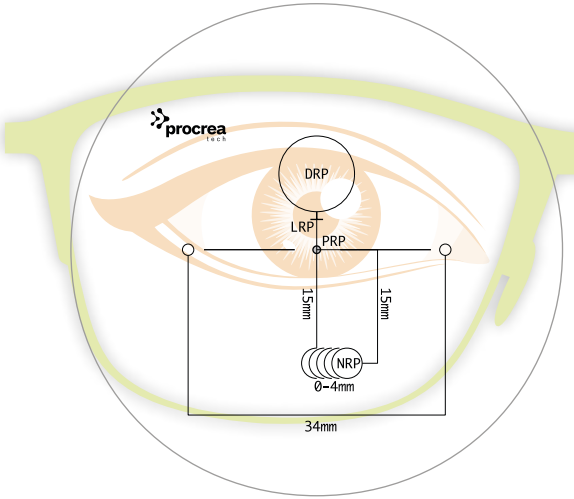


TECHNOLOGIES

NOMINAL POWER

DESIGN PARAMETERS

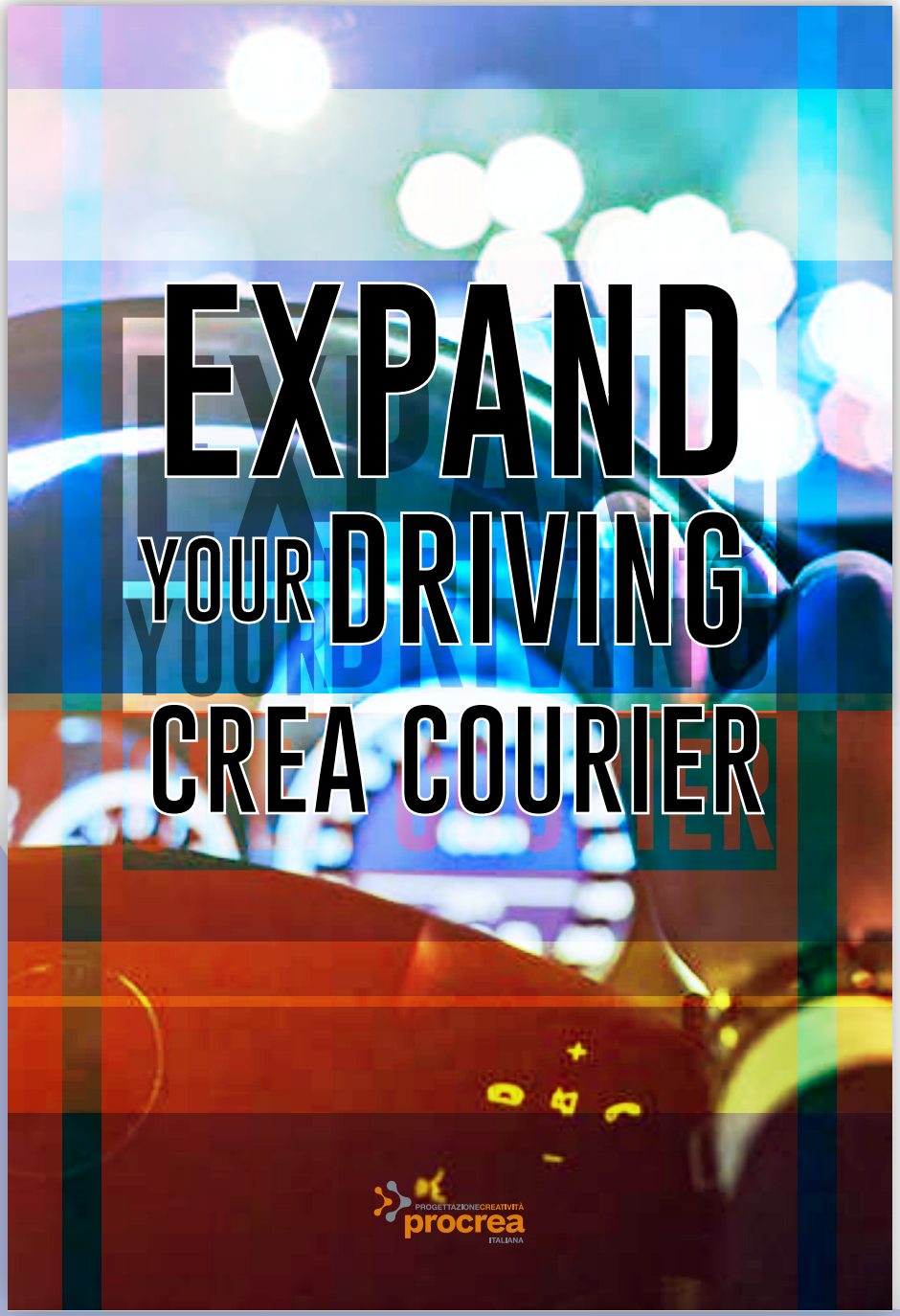
TECHNICAL SPECS



Market Segment	Type	Allowed Materials	Precalibration	Personalization
Medium Office/ Computer Lens	Soft	All	Yes	No

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range	Degr.
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	15 mm	15 mm	80 mm	-25 / +15 dpt	-8 / +8 dpt	0.75 / 3.50 dpt	0.75 - 2.25 dpt

OCCUPATIONAL DESIGN



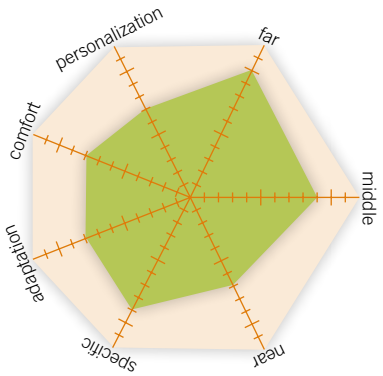
DRIVE DESIGN
WIDE & CLEAR FAR VISION
GOOD INTERMEDIATE FOR
DASHBOARD
AND MIRRORS

CREA COURIER

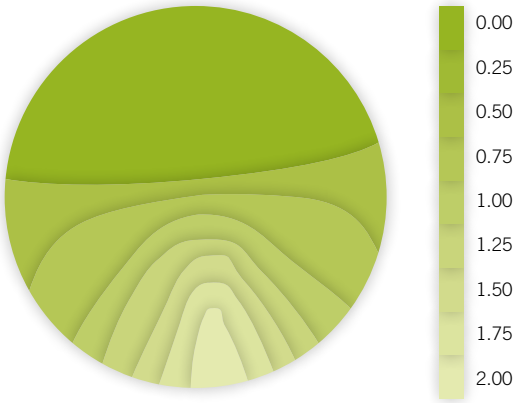
When you drive it is very important to have a wide and clear distance vision field especially to look on lateral mirrors and on the dashboard. COURIER design accomplishes this task providing a lens focused on far and intermediate vision. It is particularly suited for people who spend a lot of time driving and require a progressive lens with easy adaptation and reduced unwanted astigmatism and lateral distortion.

crea courier

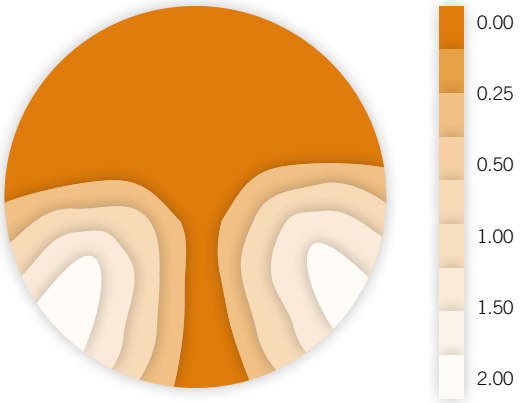
PERFORMANCE



POWER MAP



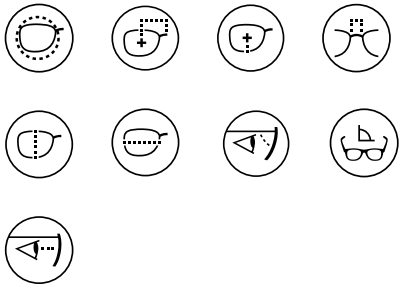
CYLINDER MAP

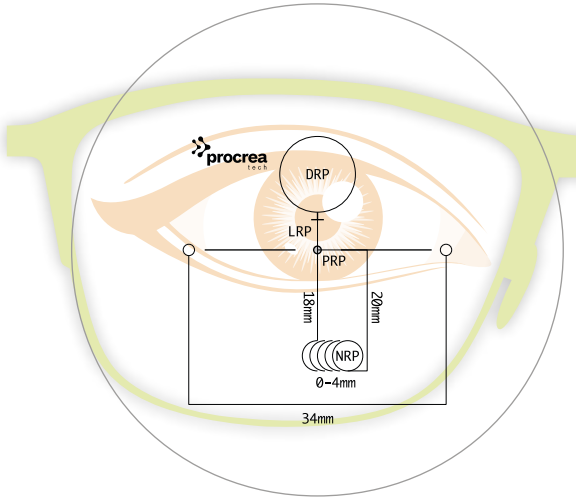


TECHNOLOGIES

WFRT TECHNOLOGY

DESIGN PARAMETERS





Market Segment	Type	Allowed Materials	Precalibration	Personalization
Driving Progressive	Hard	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range
Geometrical Center. Allowed Range 0 - 12 mm	+10 mm	+4 mm	0 - 4 mm auto inset	18 mm	20 mm	80 mm	-15 / +15 dpt	-8 / +8 dpt	0.75 / 4.00 dpt

PROVIDES THE BEST
VISUAL EXPERIENCE
DURING DIGITAL WORK

CREA ARYA ROOM

ARYA ROOM is a digressive design that provides the best visual experience during digital work. The power distribution is smooth and optimized to reduce induced cylinder and minimize lateral aberrations. ARYA ROOM can take advantage of EYE SHUTTLE's eye movement detection, to shape the power map according to the wearer's visual perception style. Each ARYA lens that leverages this customization is unique to provide an unprecedented visual experience. The variable digressive design can be customized with n optical powers, as the maximum viewing distance can be chosen from 0.5 m to 4 m following the wearer's workspace.

iC
i Check

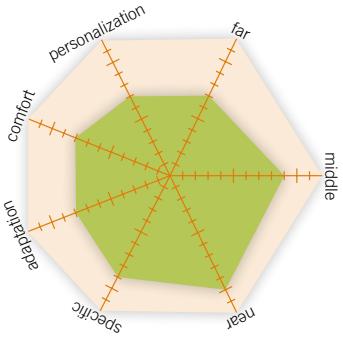
NEW

ARYA designs can be integrated with the I-Check app to measure frame position of wear parameters.

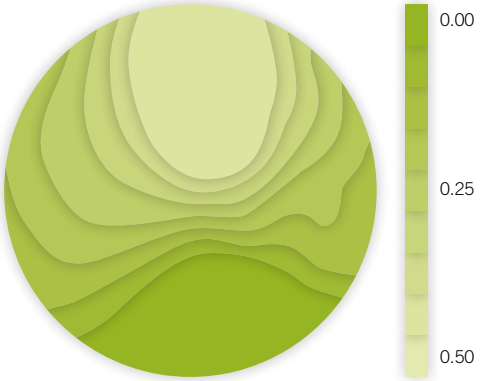
THE I-CHECK APP CAN REPLACE THE EYE-SHUTTLE VR HEADSET IN DETECTING EYE MOVEMENTS."

crea arya room

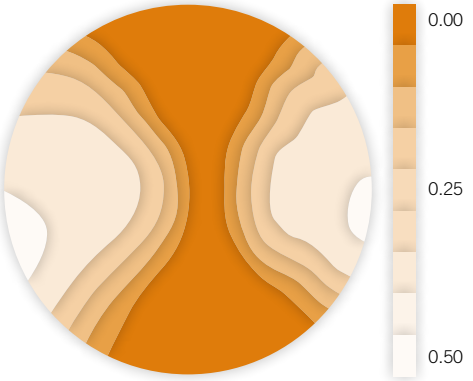
PERFORMANCE



POWER MAP



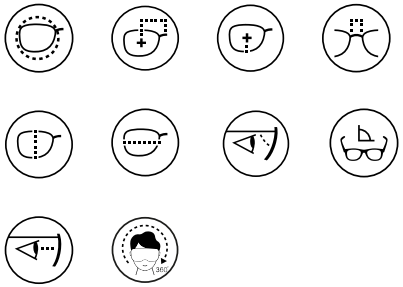
CYLINDER MAP



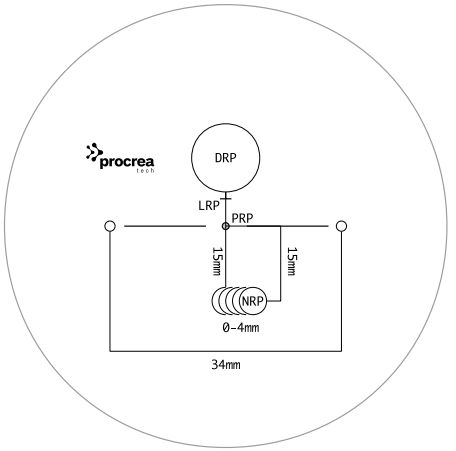
TECHNOLOGIES

EYE SHUTTLE

DESIGN PARAMETERS



TECHNICAL SPECS



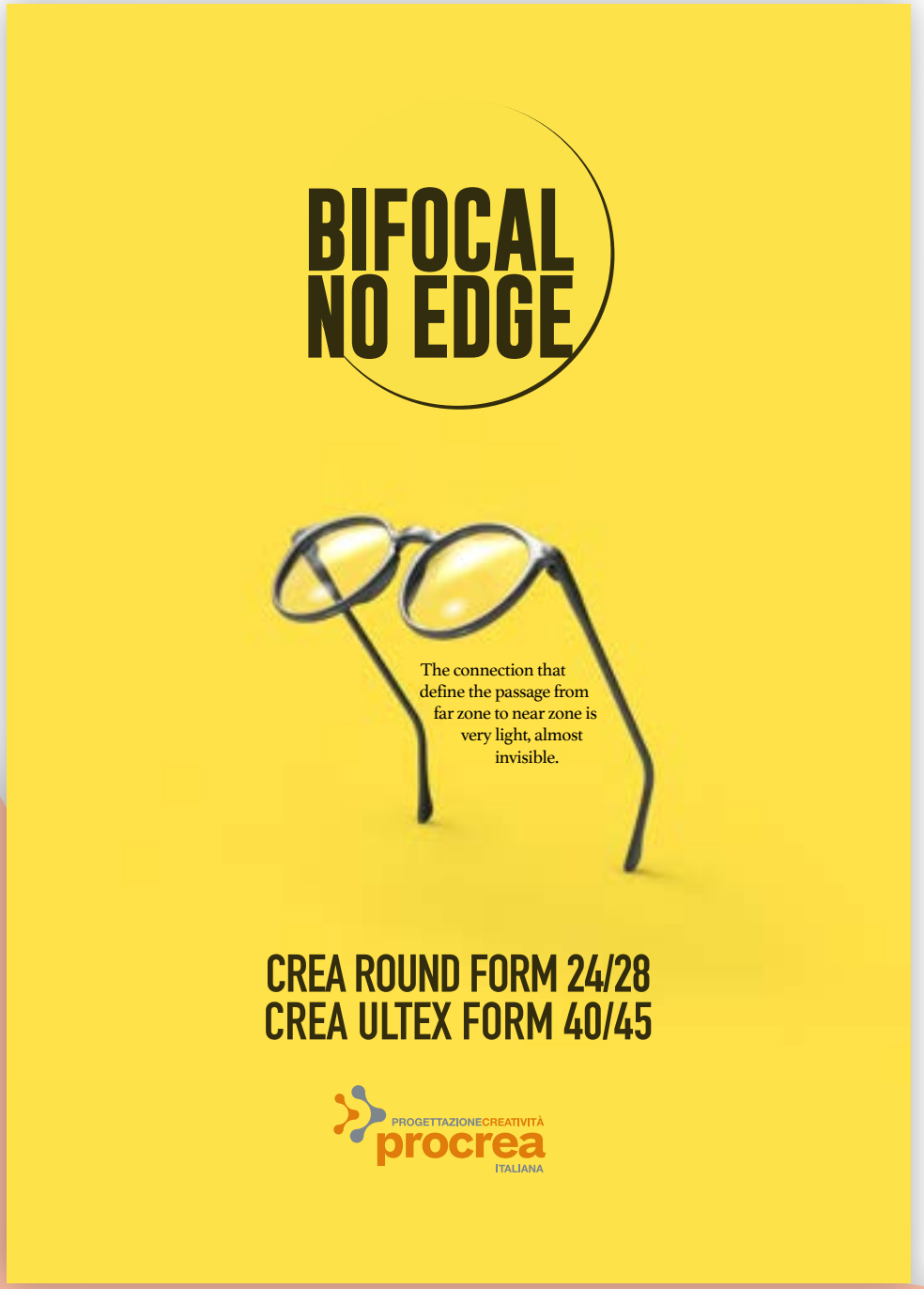
SOFTWARE

VR
EYE SHUTTLE

Market Segment	Type	Allowed Materials	Precalibration	Personalization
High-end Office/ Computer Lens	Soft	All	Yes	Yes

Prism Ref. Point (PRP)	Distance Ref. Point (DRP)	Layout Reference Point (LRP)	Inset	Near Ref. Point (NRP)	Min. Fitting Height	Max. Diameter	Sphere Range	Cylinder Range	Addition Range	Degr.	Dept of Field
Geometrical Center. Allowed Range 0 - 15 mm	+ 10 mm	+ 4 mm	0 - 4 mm auto inset	15 mm	15 mm	80 mm	-25 / +15 dpt	-8 / +8 dpt	0.75 / 3.50 dpt	Auto	Variable (33cm-4mt)

BIFOCAL FREE FORM DESIGN

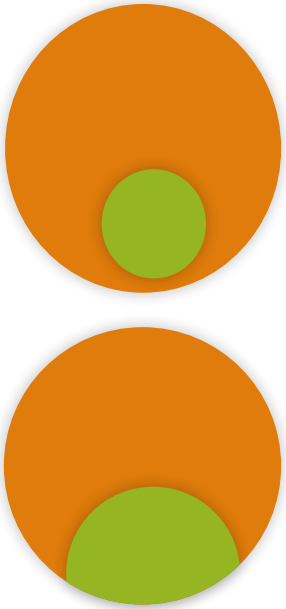


ALL MATERIALS
REMOVE YOUR STOCK
EXCELLENT VALUE FOR MONEY

CREA ROUND FORM 24/28
CREA ULTEX FORM 40/45

Although the market is dominated by progressive lenses, the demand for bifocals is, especially in some countries, still present. Holding a stock of bifocal blanks in a Free Form oriented environment, only to satisfy a moderate number of requests, is very expensive for a surfacing lab. ProCrea Tech introduces CREA ROUND FORM and CREA ULTEX FORM, the first Free Form Bifocal designs in the industry. They are blended bifocals available in traditional Round 24/28mm and Ultex 40/45 segment's width styles. You can make it as any other free form lens, in any index, from a standard single vision blank. All features of other designs are supported including prism, OC decentering, inset, and thickness optimization through precalibration.

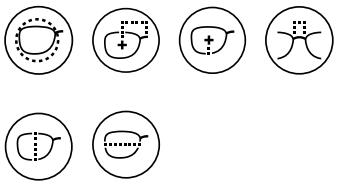
crea round form 24/28
crea ultex form 40/45



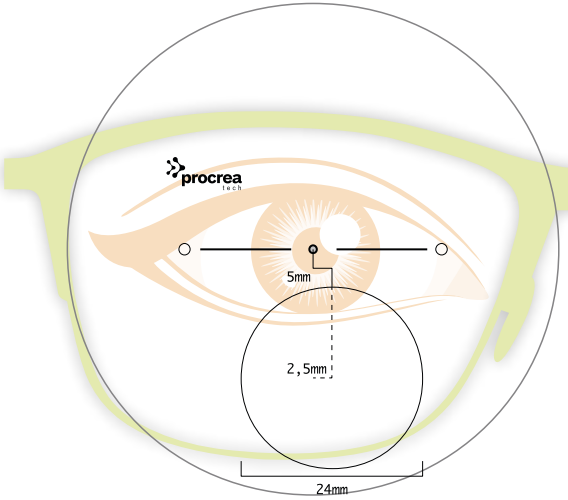
TECHNOLOGIES

NOMINAL POWER

DESIGN PARAMETERS

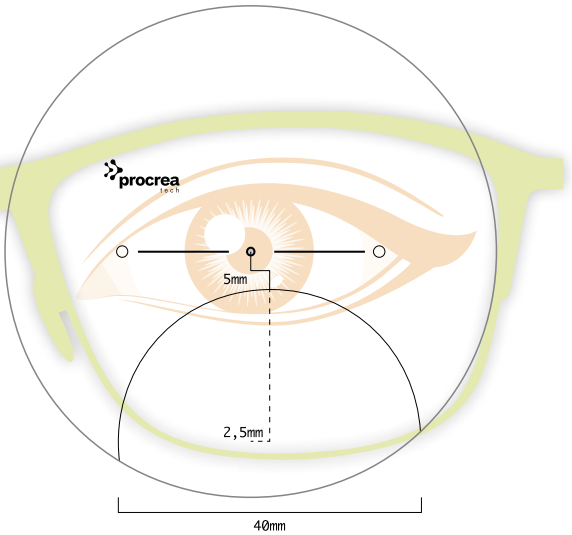


CREA ROUND FORM 24/28



Market Segment	Legacy Product
Calculation Technology	Nominal Power
Type	Blended Bifocal
Allowed Materials	All
Personalization	No
Precalibration	Yes
Prism Ref. Point (PRP)	Geometrical Center Allowed Range: 0 - 10 mm
Distance Ref. Point (DRP)	Same as PRP
Segment Style	Round
Segment Width	24 - 28 mm
Segment Vertical Offset	5 mm
Layout Reference Point (LRP)	Same as PRP
Inset	2.5 mm
Near Ref. Point (NRP)	8 mm
Min. Fitting Height	14 mm
Max. Diameter	80 mm
Sphere Range	-15 / +20 dpt
Cylinder Range	-6 / +6 dpt
Addition Range	0.50 / 4.00 dpt

CREA ULTEX FORM 40/45



Market Segment	Legacy Product
Calculation Technology	Nominal Power
Type	Blended Bifocal
Allowed Materials	All
Personalization	No
Precalibration	Yes
Prism Ref. Point (PRP)	Geometrical Center Allowed Range: 0 - 10 mm
Distance Ref. Point (DRP)	Same as PRP
Segment Style	Round Ultex
Segment Width	40 - 45 mm
Segment Vertical Offset	5 mm
Layout Reference Point (LRP)	Same as PRP
Inset	2.5 mm
Near Ref. Point (NRP)	10 mm
Min. Fitting Height	14 mm
Max. Diameter	80 mm
Sphere Range	-15 / +20 dpt
Cylinder Range	-6 / +6 dpt
Addition Range	0.50 / 4.00 dpt

PROGETTAZIONECREATIVITÀ

procrea

ITALIANA

plus value

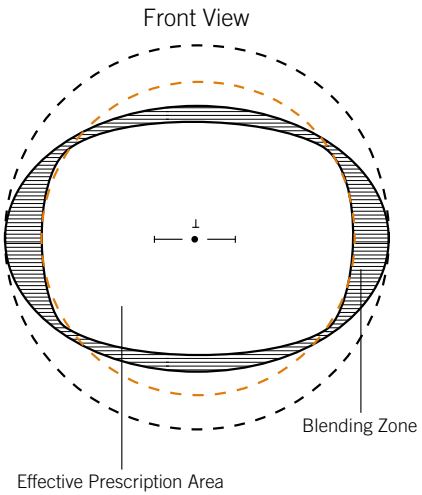
PLUS VALUE

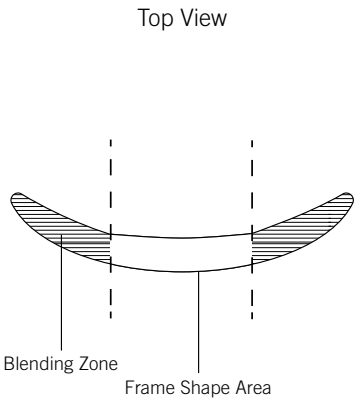
NEW IMPROVED ALGORITHM
CENTER THICKNESS
REDUCTION

CREA SIZE 2.0

Crea Size 2.0 is a new special center thickness reduction feature designed for plus lenses that you can add to any design. When you provide a frame shape with user parameters, first, a best ellipse is determined, then, only the effective frame shape with user parameters, first, a best ellipse is determined, then, only the effective frame shape area is calculated according to the requested prescription and design. The outside area is calculated as a blending zone with increasing curves in order to achieve the minimum center thickness. The traditional elliptical shape let you safely apply hard and A/R coatings. The final glazing at the edger removes the unnecessary part of the ellipse and gives you the final lens for fitting with the best possible thickness. An extra 30% decrease is guaranteed compared to traditional ellipse calculation.

crea size 2.0





CREASIZE 2.0

CREA FF LDS

LENS DESIGNS

INPUT
prescription data, frame data, blank data...

INPUT
effective frame shape

LMS

OUTPUT
lens surface and lens data

PLUS VALUE

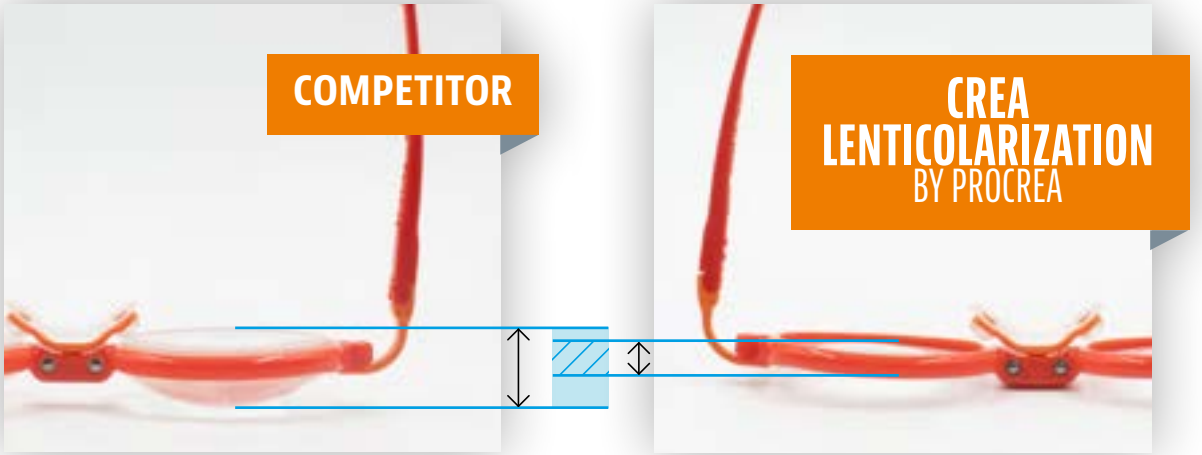
NEW IMPROVED ALGORITHM
EDGE AND CENTER THICKNESS
REDUCTION

CREA

LENTICULARIZATION

The final weight and thickness (center and edge) of a lens is very important. ProCrea Tech has designed an innovative, supported on all designs, algorithm lenticularization to reduce thickness for a minus and plus lens.
Given an optical area where the power is stable and the optical performance is maximum, a soft gradual change of curvature occurs from the edge of that area to the periphery, reducing the final thickness.
The shape of the optical area can be circular or based on the frame shape. Any diameter can be selected for the optical area even if there are some available by default.

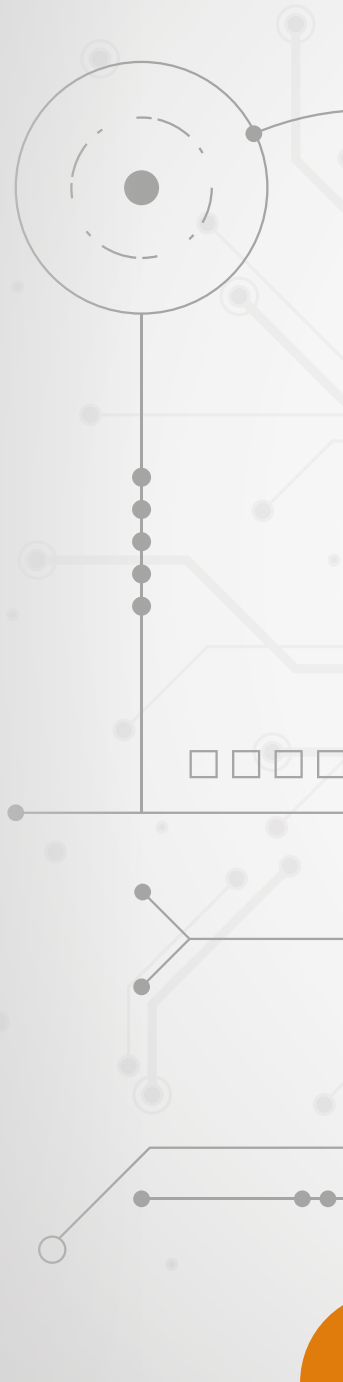
crea lenticularization

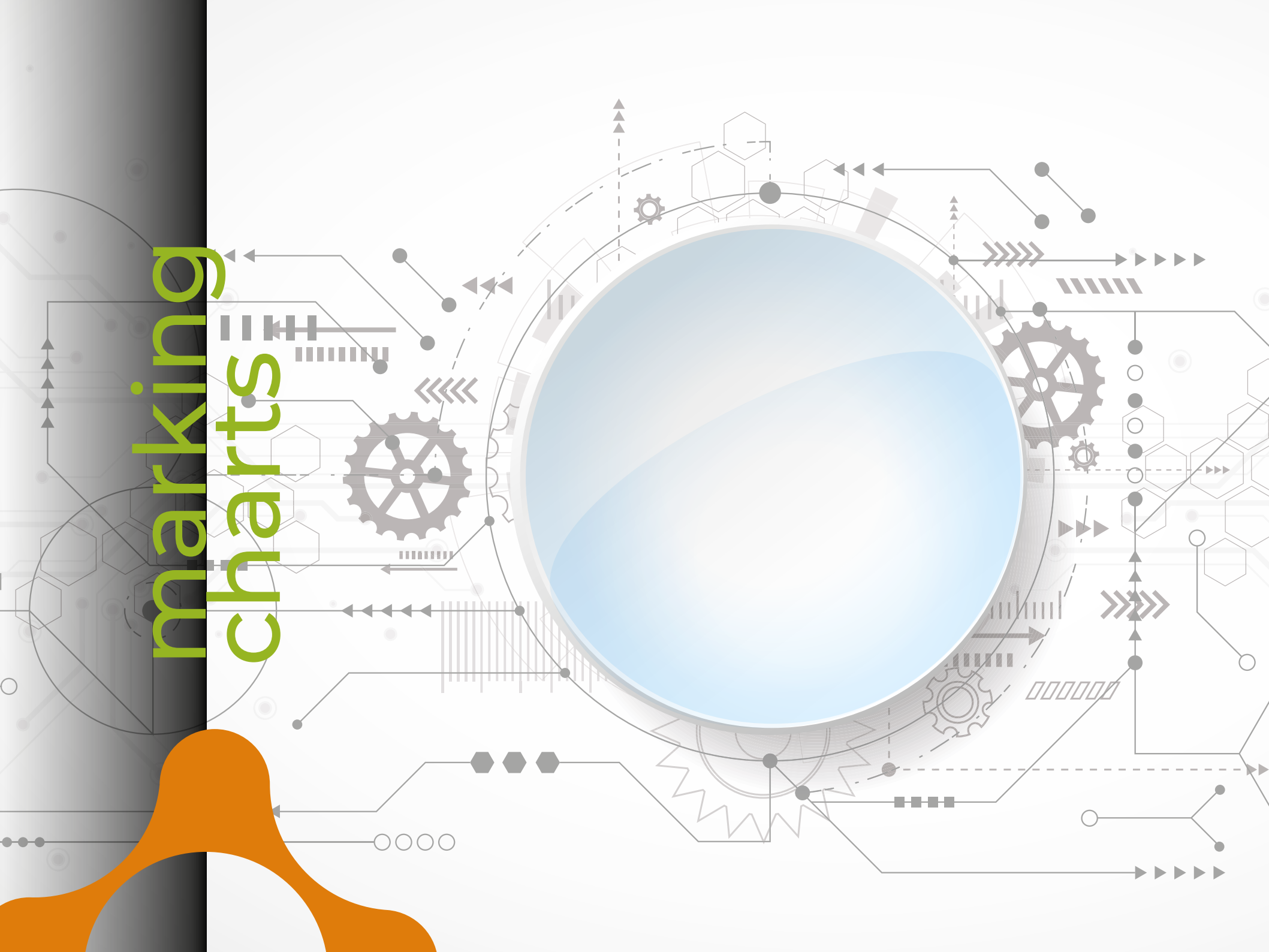


PROGETTAZIONECREATIVITÀ

procrea

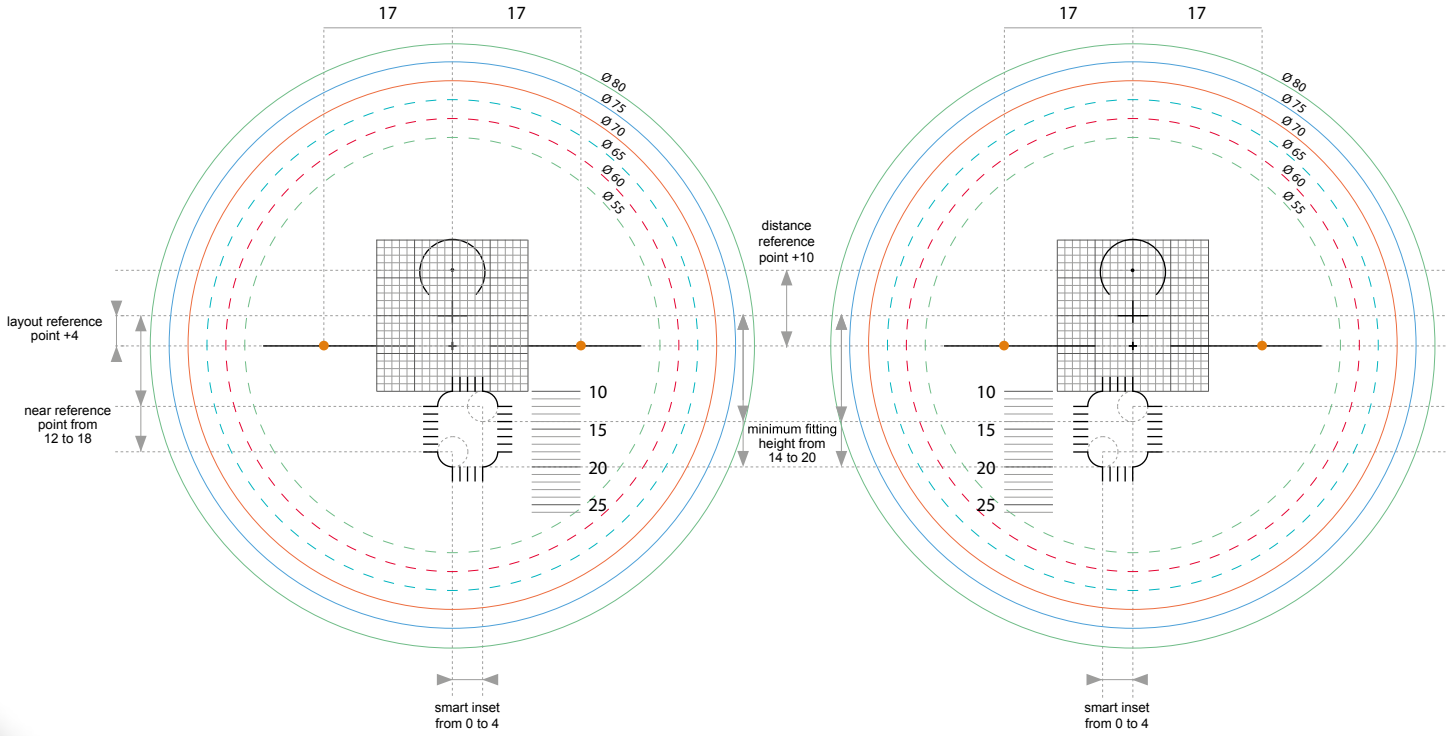
ITALIANA



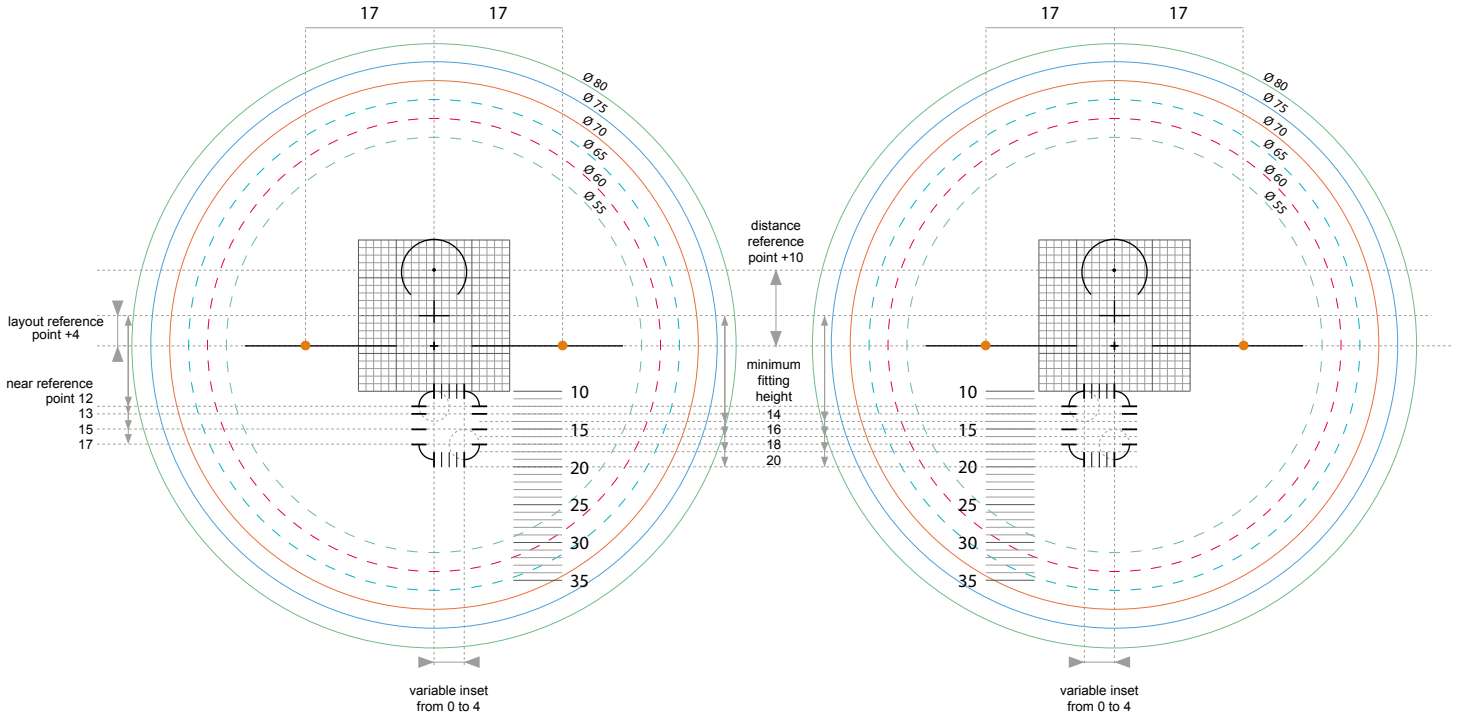

marking
charts

PROGRESSIVE DESIGN

ARYA · CREA ANIMA · CREA ANIMA SIZE
CREA ISELF · CREA AGE · CREA SINGLE



CREA GIANT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layout reference point +4
near reference point 12
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variable inset from 0 to 4
distance reference point +10
minimum fitting height
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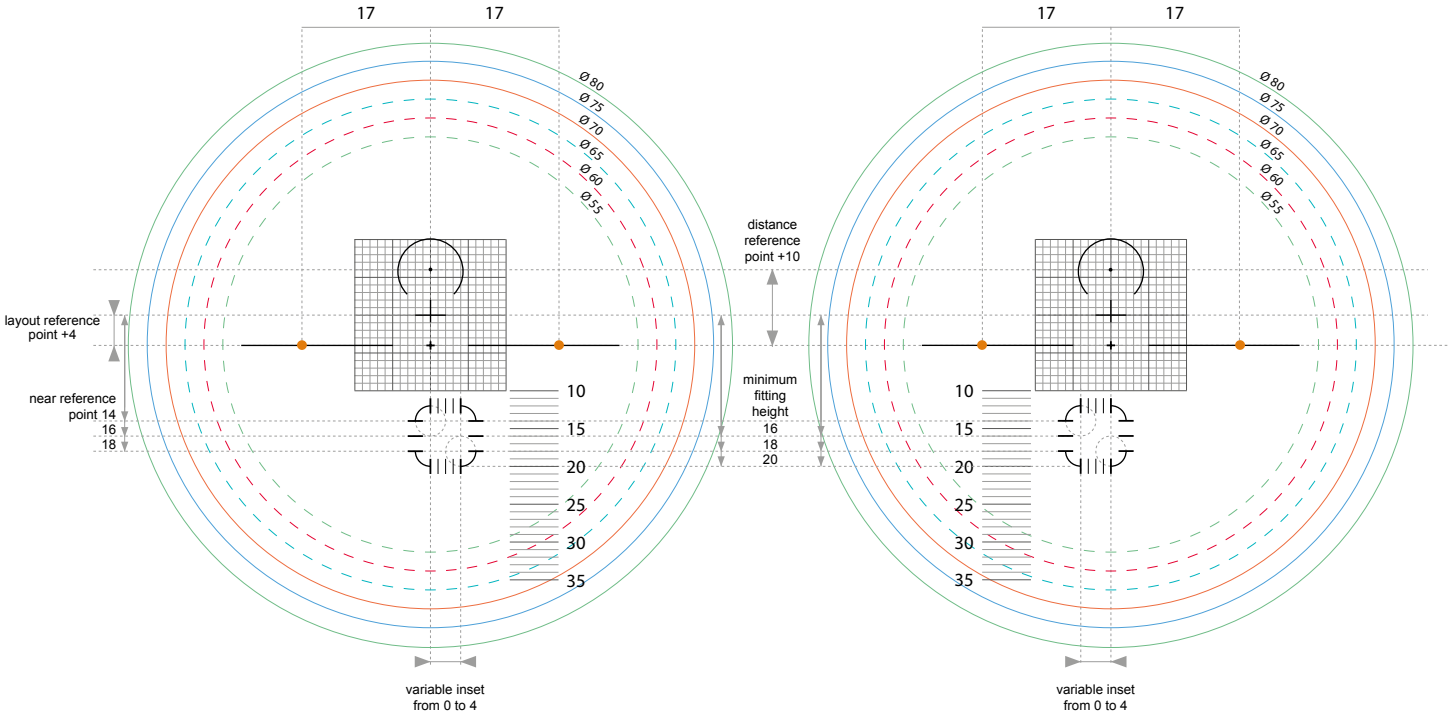
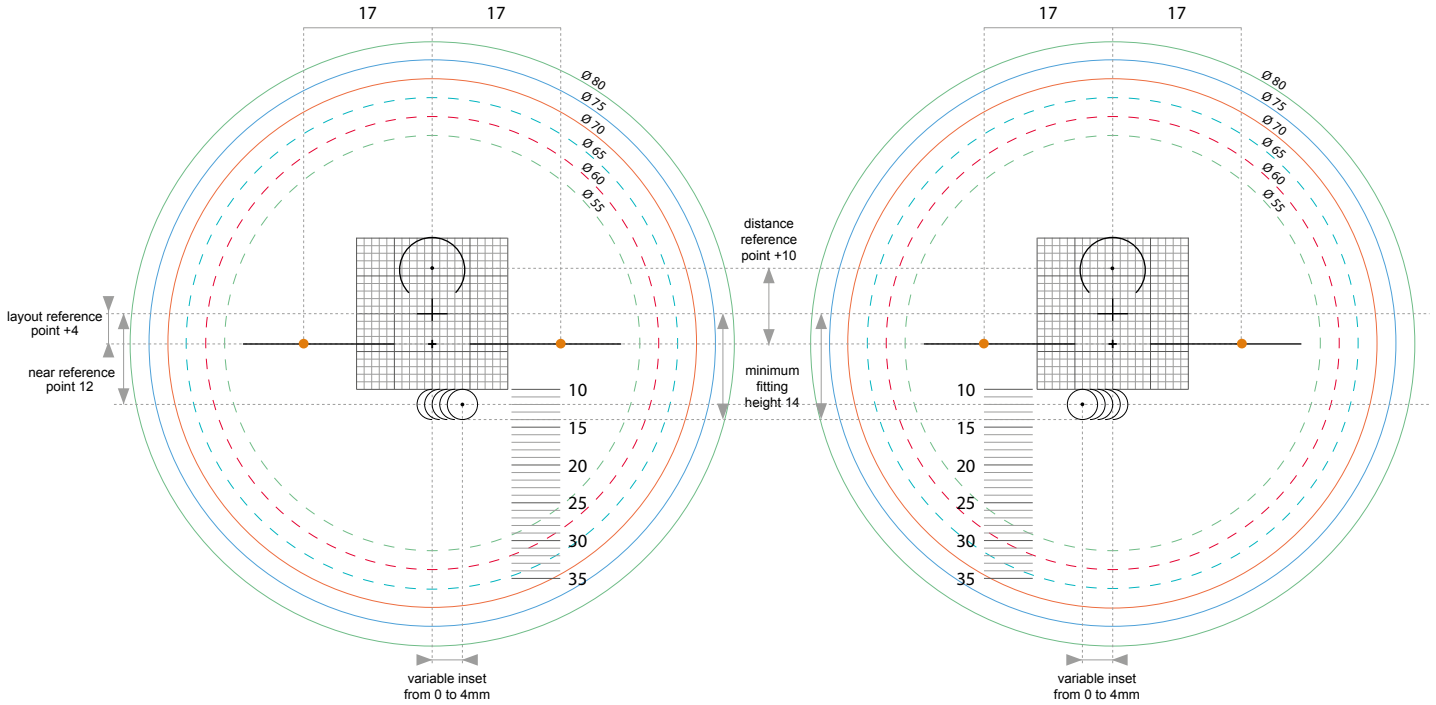
variable inset from 0 to 4

PROGRESSIVE DESIGN

CREA FAMILY

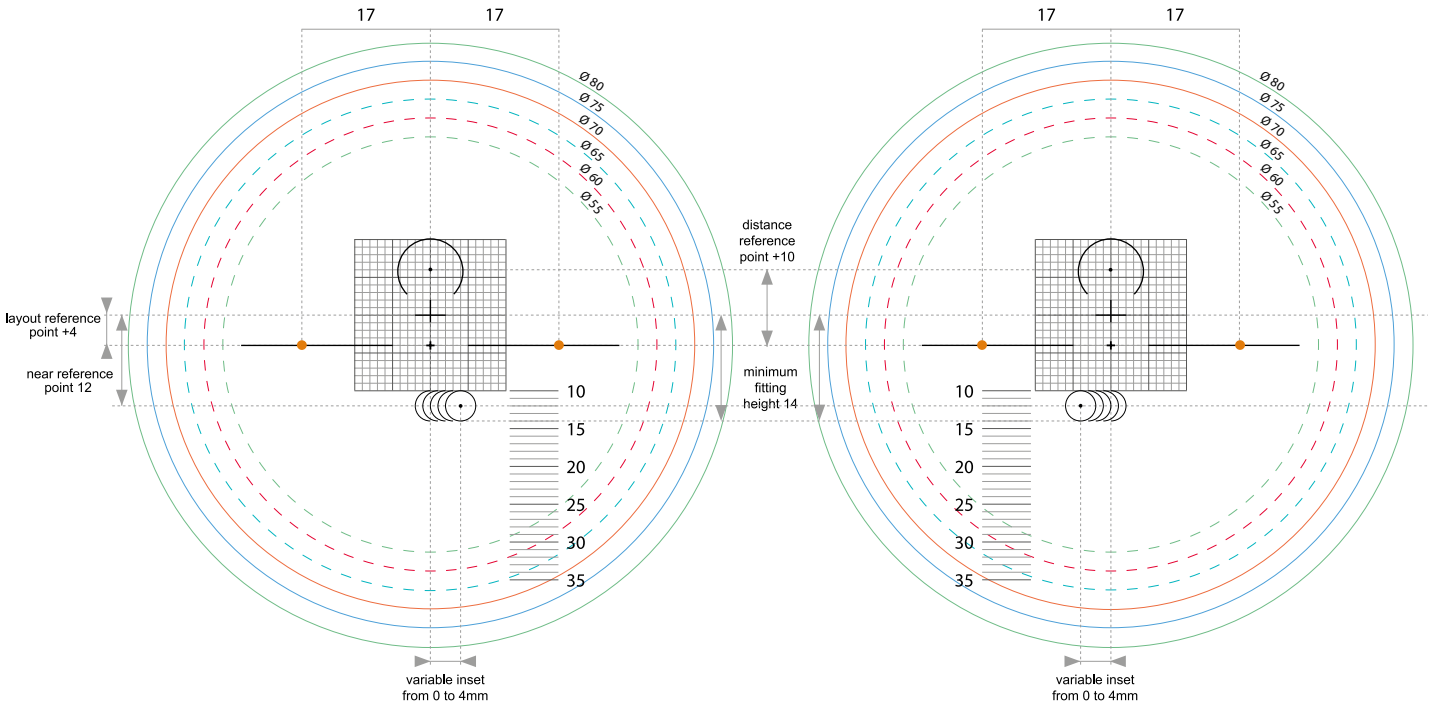


CREA FAMILY SHORT

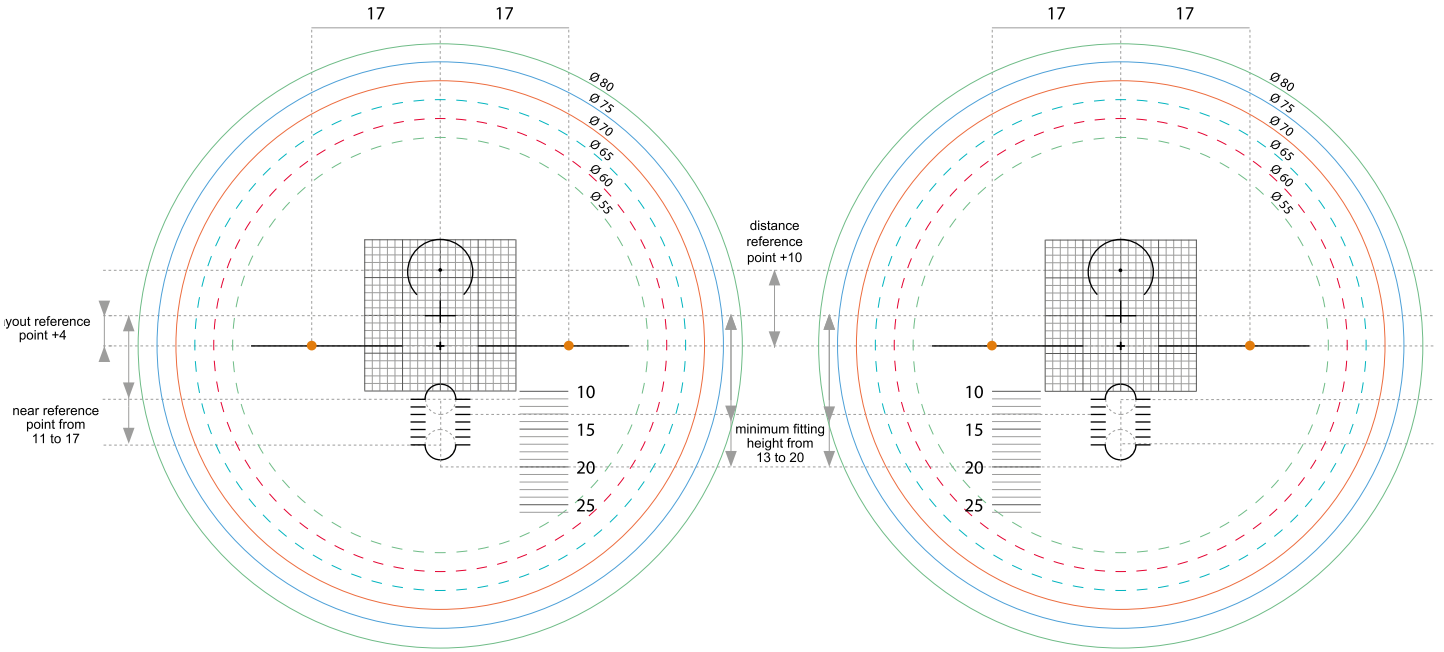


PROGRESSIVE DESIGN

CREA ASIAN

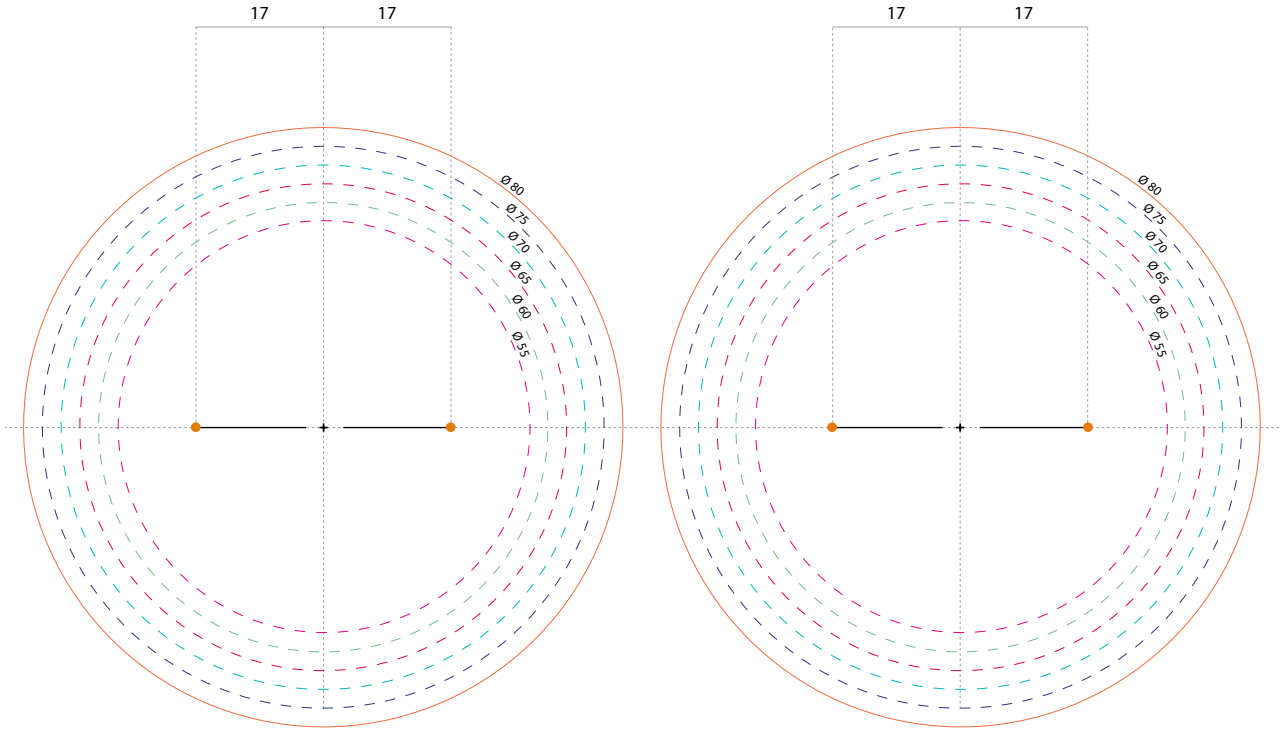


CREA MONO VISION AGE

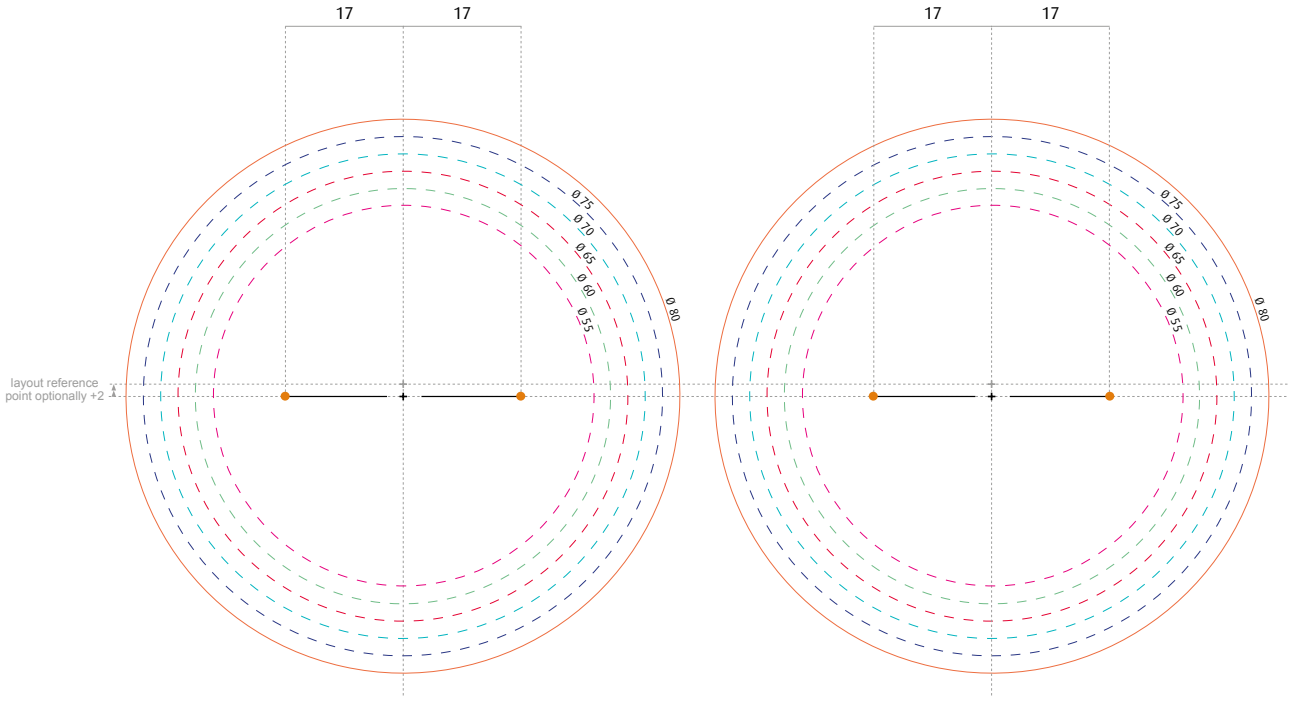


SINGLE VISION DESIGN

MULTIFORM TECH · CREA AT SIZE
CREA AT · CREA ASFORM · ARYA SV



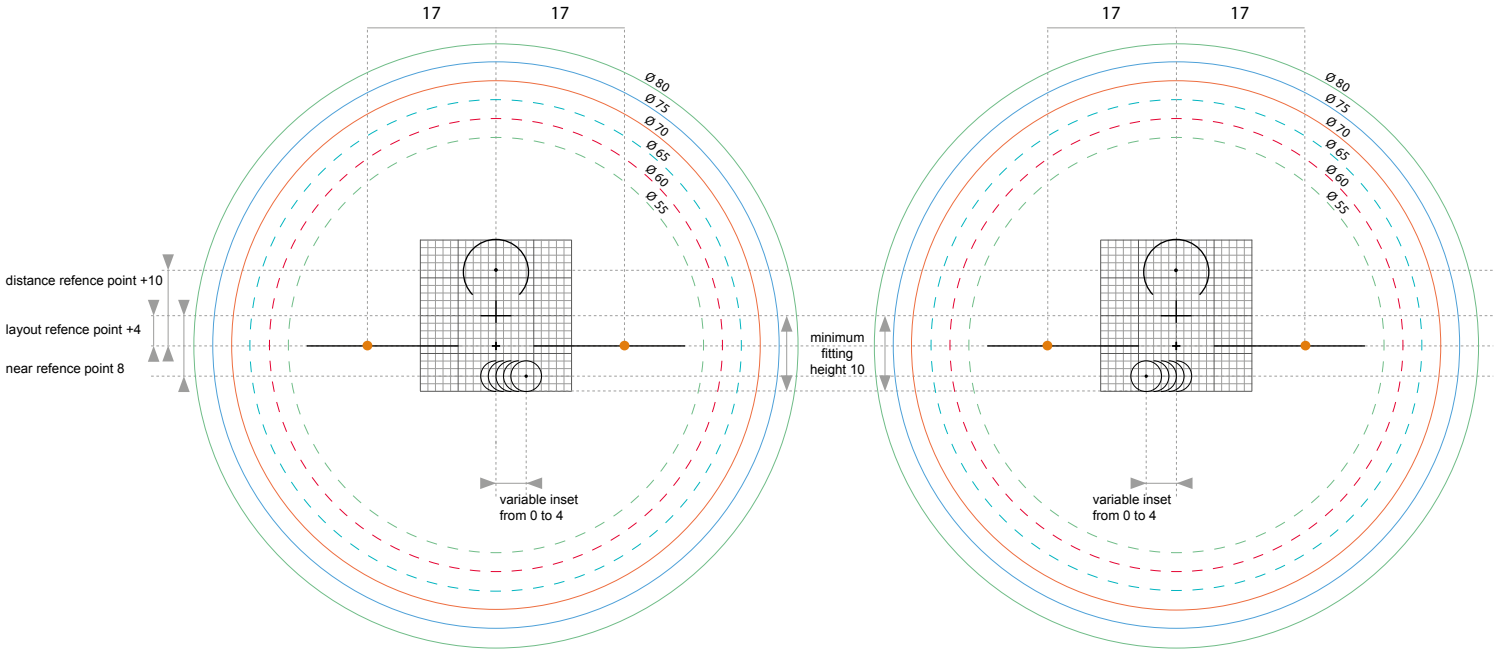
MYOCONTROL



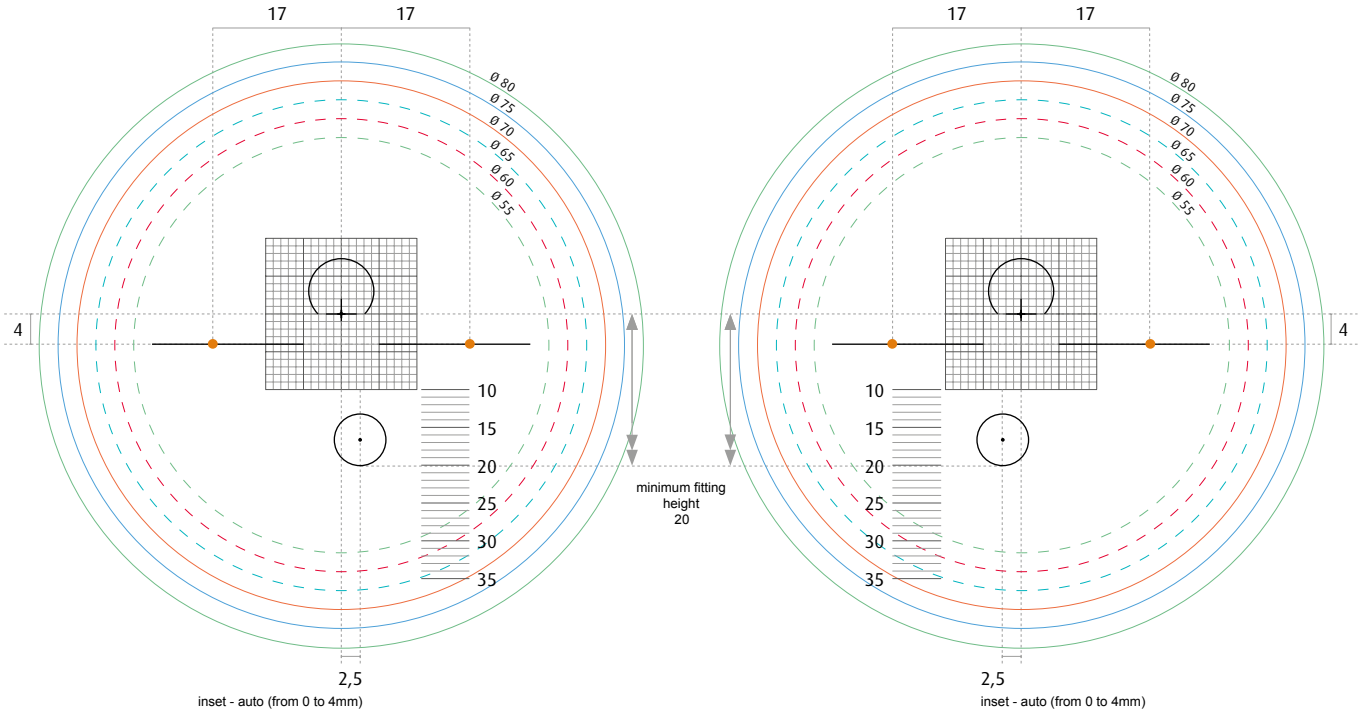
KIDS DESIGN

KIDS PRO

KIDS DESIGN



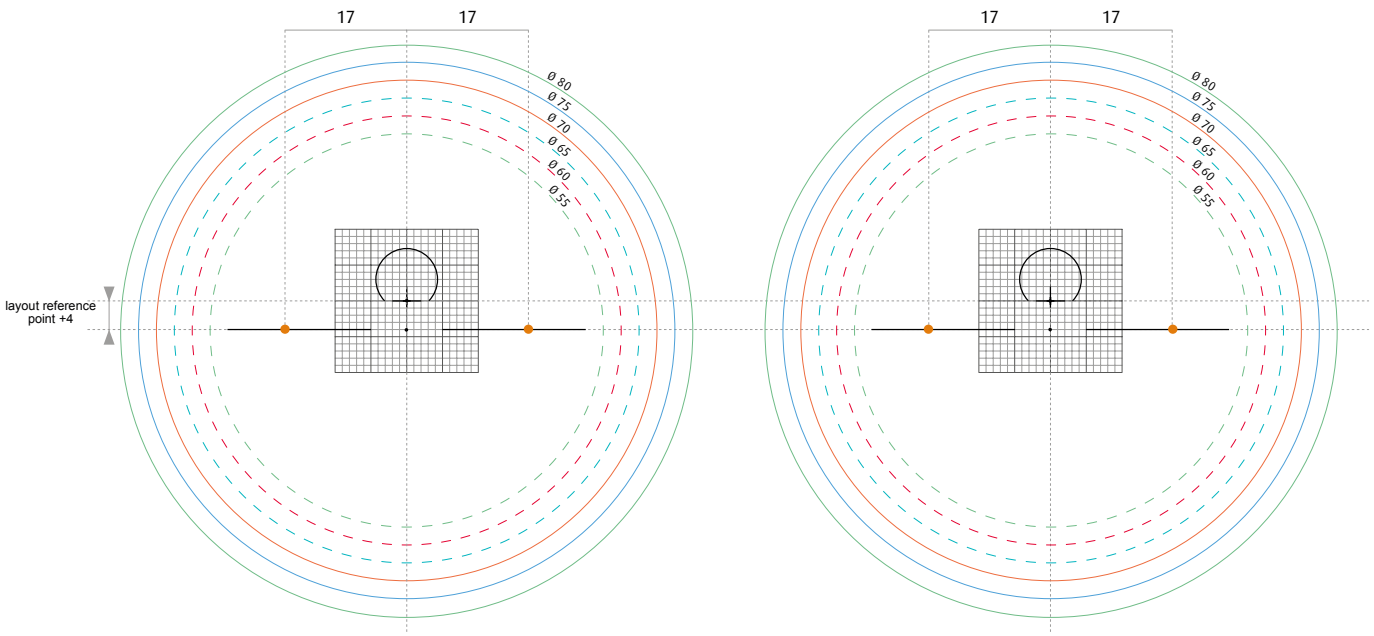
INTHELP · CREA ARYA ANTIFATIGUE



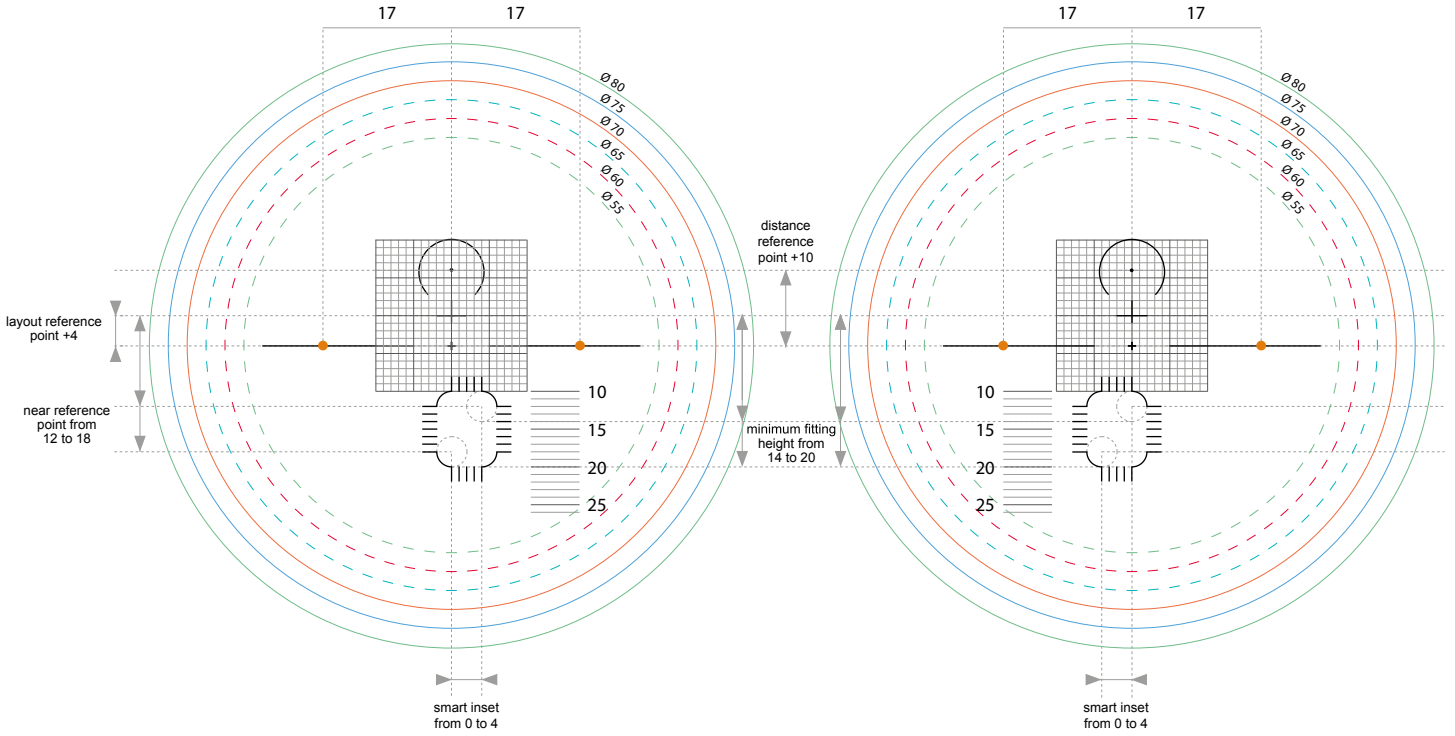
DIGITAL FAMILY

DIGITAL FAMILY

HELP YOUNG



INTHELP PRO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near reference point from 12 to 18
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smart inset from 0 to 4
distance reference point +10
minimum fitting height from 14 to 20
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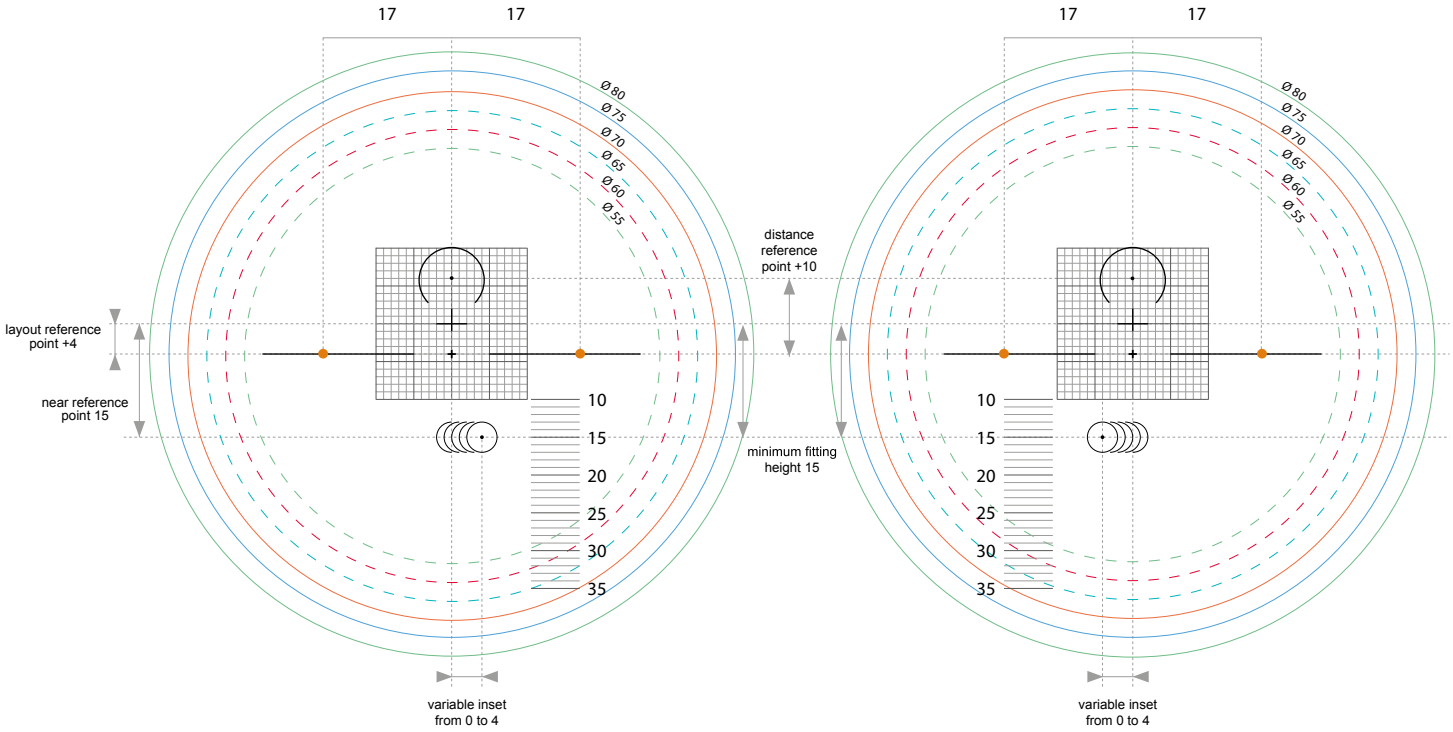
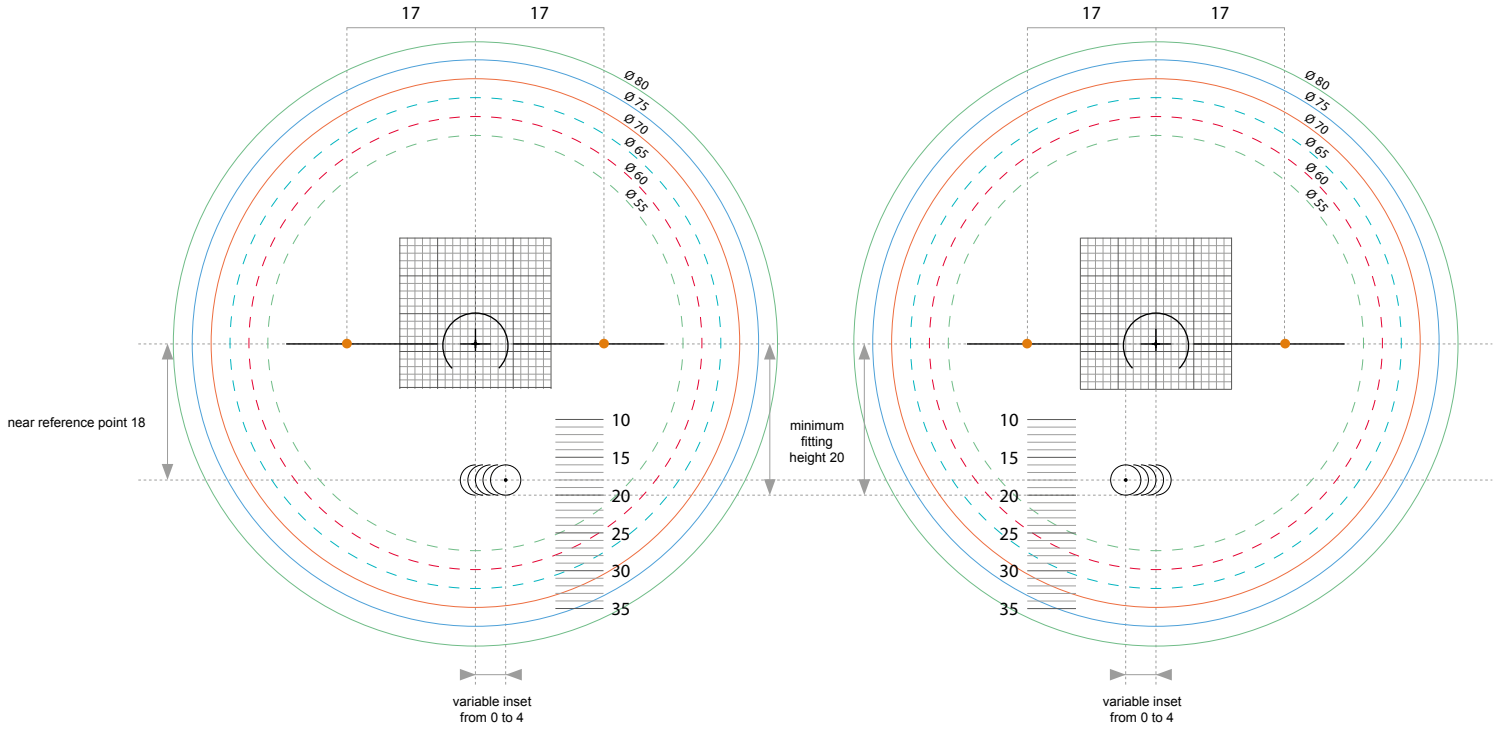
20
25
smart inset from 0 to 4

DIGITAL FAMILY

INTHELP ROOM



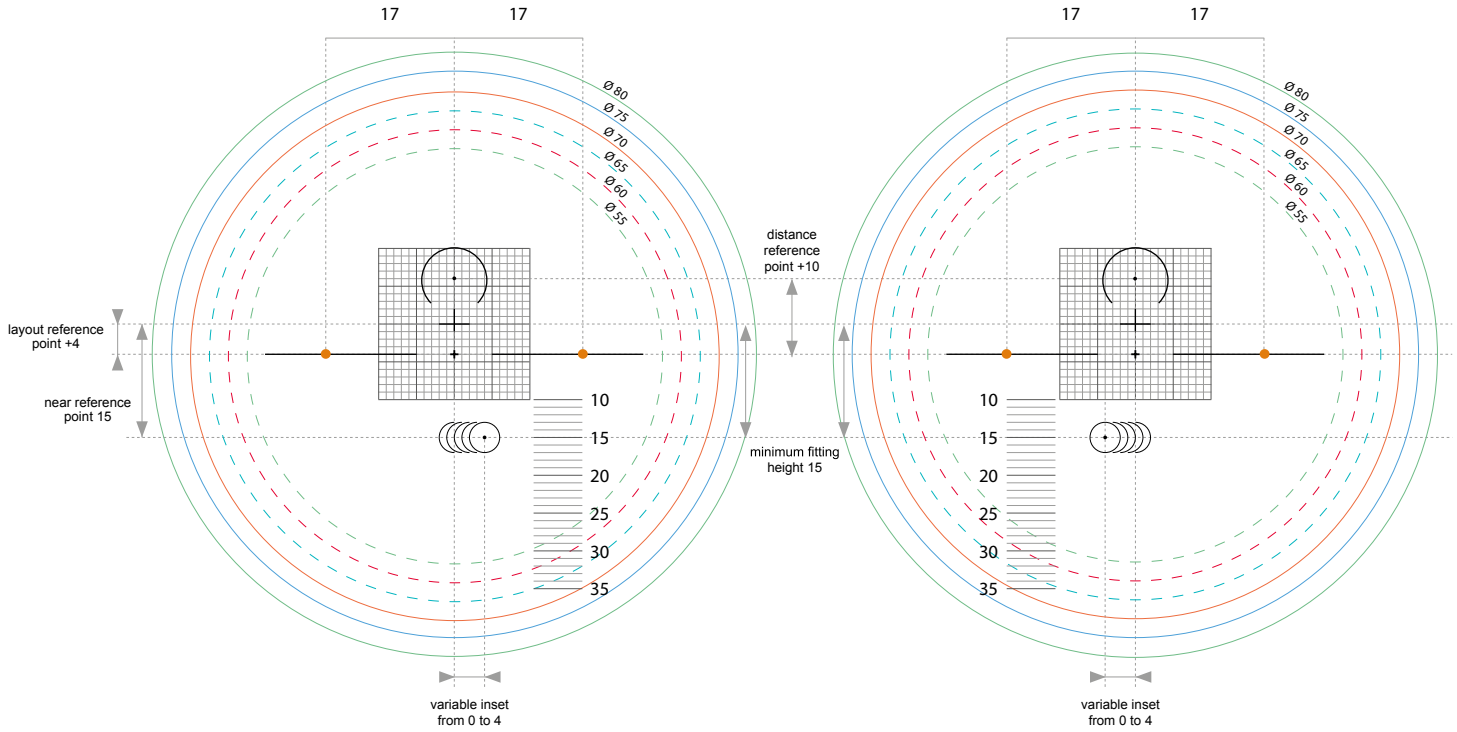
CREA HELP



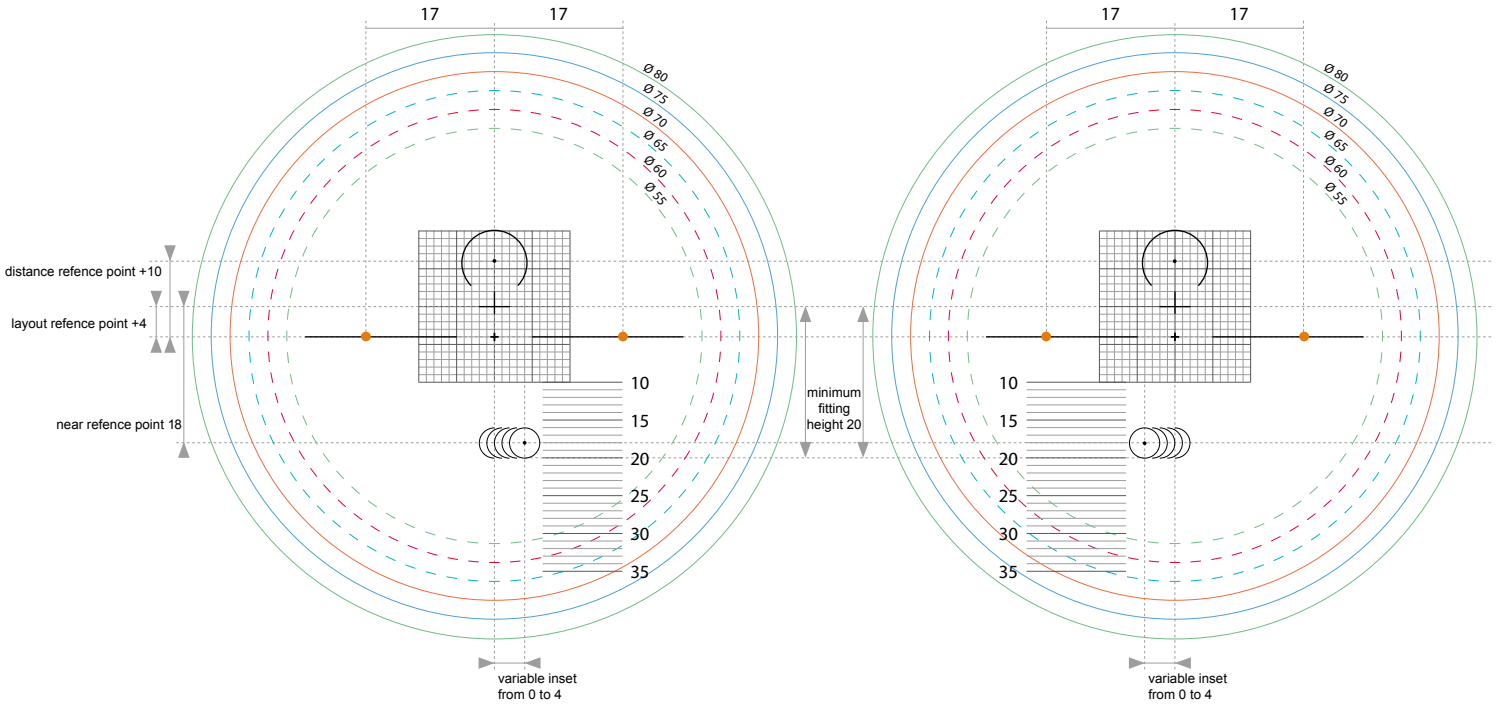
ANTI FATIGUE DESIGN

OCCUPATIONAL DESIGN

CREA ARYA ROOM · CREA ROOM · CREA DESK

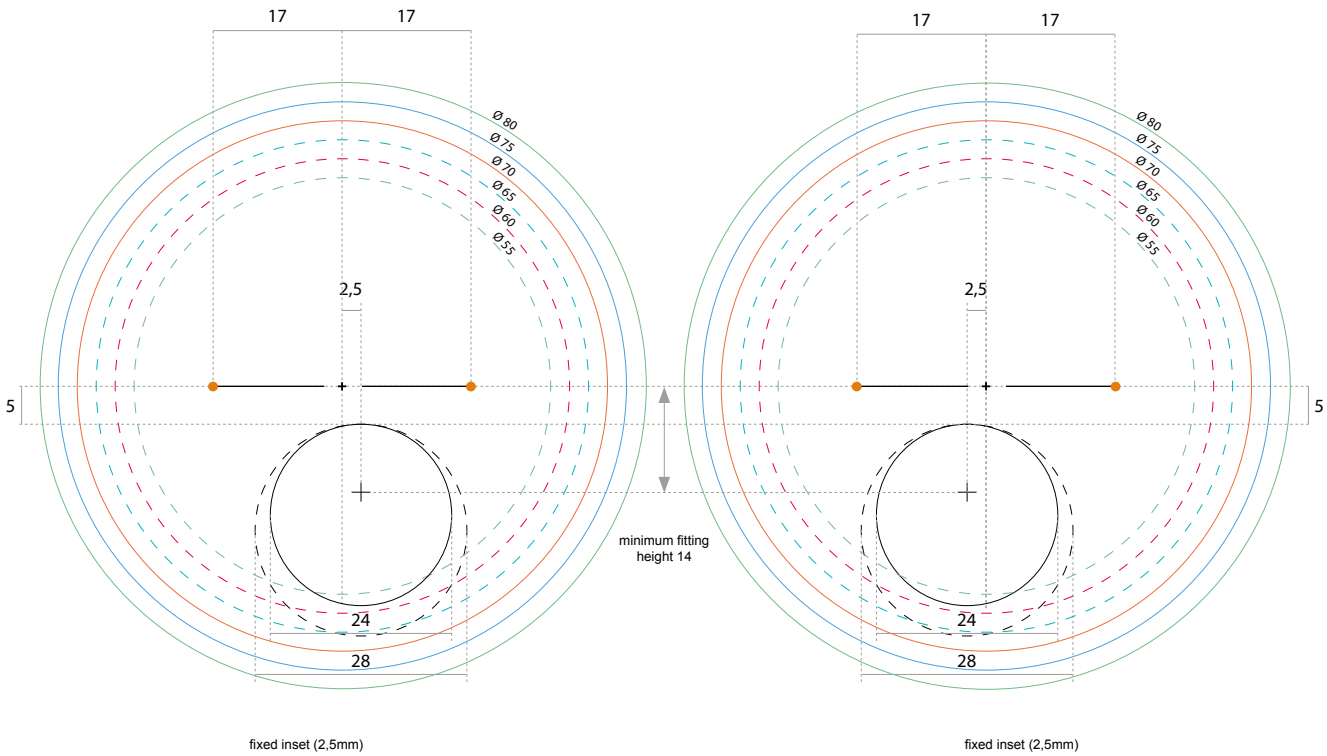


CREA COURIER

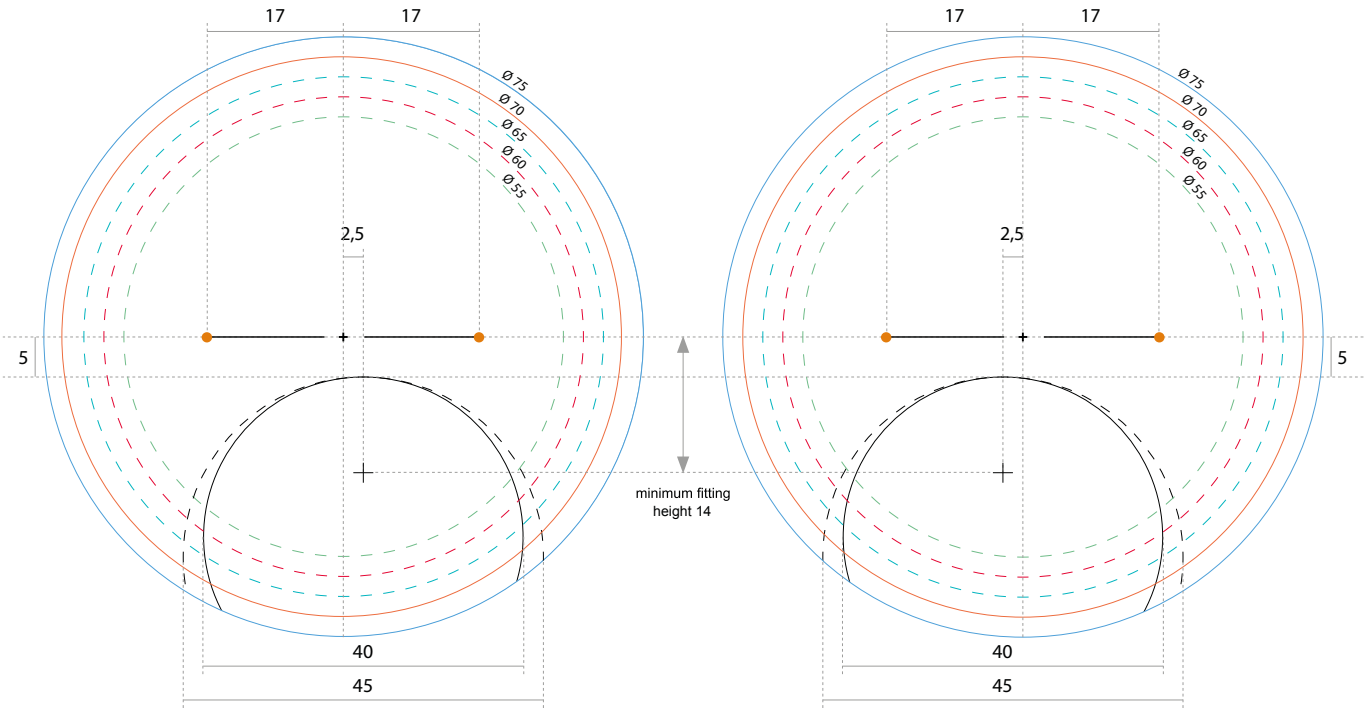


BIFOCAL FREE FORM DESIGN

CREA ROUND FORM 24/28



CREA ULTEX FORM 40/45




PROGETTAZIONECREATIVITÀ
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Gennaio 2024

PROGETTAZIONECREATIVITÀ
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