



## The Lens Design

At Shamir, we understand that being active and playing sports requires different Rx sun lenses than lounging at the beach with friends.

We also understand that different people want different frames to express their attitude and personal style.

That's why we've developed two unique progressive lenses - one for **fashion** and one for **sports**.

The design of these two new lenses addresses the visual needs of fashion and sport prescription sunwear in a wide range of frames - large or small, flat or wraparound. So when it comes to sunwear, we have your patients covered, they just need to **choose their Attitude**.

## The Perfect Attitude For Single Vision Wearers

Shamir **Attitude III®** covers more than just progressive wearers. We've also incorporated our new technologies into a single vision solution to allow your single vision patients the opportunity to enjoy the same premium prescription vision in both flat and wraparound sun frames.

## The Technologies

Shamir **Attitude III®** incorporates our most advanced technologies with unique benefits for Single Vision and Sport and Fashion Progressive lenses.



### Intellicorridor™

**Unique Power Profile For Clearer Vision**

This technology allows our designers to control the power profile of each lens, giving variable emphasis at every point on the lens. Based on this optimal power profile, the lens design can better address the specific needs of sports and fashion, without compromising on overall viewing comfort.



### Natural Posture™

**Ergonomic Design Concept**

Dynamically positioning the near viewing zone within the lens corridor, while taking into account the plus or minus power of the prescription. This reduces the need to tilt the head or move near objects to find the right viewing distance and angle, minimizing discomfort and allowing for a natural and comfortable near viewing posture.



### As-Worn Quadro™

**Perfect Vision For Any Frame**

This technological advancement is based on our proven **As-Worn Technology™**, which provides prescription compensation by taking into consideration the unique parameters of the chosen frame. The new **Quadro™** technology provides additional design compensation with four times greater design stability for any frame tilt variations. The unique combination of prescription and design compensation ensures complete viewing comfort for any frame shape and when switching from one pair to another.



### EyePoint Technology III®

**The Real World Vision Experience**

By addressing the entire prescription-related viewing experience, our innovative **EyePoint Technology III®** is able to simulate real world images by reverse engineering the lens design. This enables the lenses to provide an improved viewing experience for all patients, regardless of their prescription or choice of frame, and makes the field of vision of myopic and hyperopic patients both similar and improved.

<b>Freeform® PAL</b>  IntelliCorridor™  Natural Posture™  AWQ As -Worm Quadro™  EPTS EyePoint Technology III®	Product Classification: <b>PLAY &gt; Progressive</b>	Marking: 
	Minimum Fitting Heights: <b>FASHION- 15mm &amp; 18mm</b>	

## Shamir Attitude® III - Fashion

### A progressive sunglass lens for any fashion frame

A progressive sunglass lens precisely tailored to the individual prescriptions and dynamic vision zones of customers engaged in a modern lifestyle, and ensuring clear, undistorted visual experience outdoors, in sunglass frames of any size and curvature.

Shamir **Attitude® III - Fashion** delivers clear and distortion-free, prescription-personalized visual experience, specifically in far vision zones, with an expanded peripheral viewing field across even the largest of curved frames. The lens additionally covers the intermediate vision zones required in modern lifestyles involving frequent use of digital devices, and helps reduce the need to tilt one's head forward or back, or lower or raise nearby objects to achieve convenient viewing.

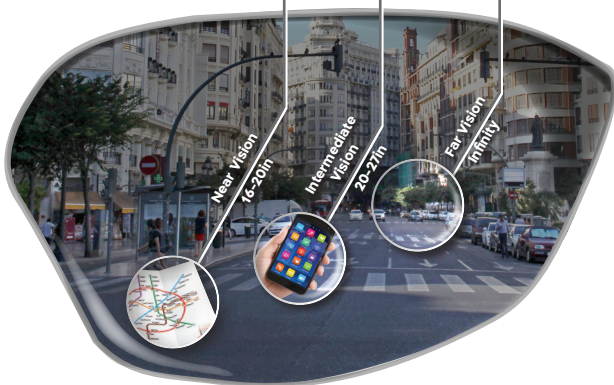
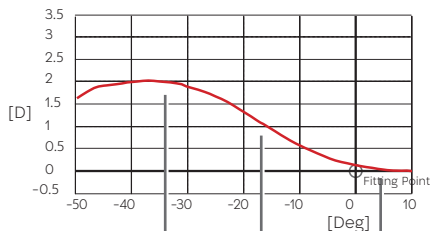
### Who It's For

Sunglass wearers wishing to enjoy the widest and most distortion-free vision outdoors, with any size or shape frame.



### Shamir Attitude III® – Fashion

Vertical Cross-Section Along the Convergence Path



### Features & Benefits

- Suited for any frame size and shape
- Greater optical design stability for any frame
- Expanded peripheral vision specifically for large frames
- Instant focus and clear vision in intermediate, far and peripheral vision zones, with dedicated support for near zone use of handheld digital devices
- Seamless transition among vision zones


### Vision Zones Precisely Suited To Modern Outdoor Lifestyles

**Far Vision:** Wide and distortion-free far vision zone for every prescription.

**Intermediate Vision:** Power profile specially designed for today's modern lifestyles and the frequent use of digital devices.

**Near Vision:** Designed to minimize head tilts and the annoyance of lowering or raising a book for comfortable reading positions.

**Peripheral Vision:** Expanded peripheral vision, specifically designed for large frames.

<b>Freeform® PAL</b> <b>Technologies</b>  IntelliCorridor™  Natural Posture™  AWQ™  As-Worm Quadra™  EPT3™ EyePoint Technology III®	Product Classification: <b>PLAY &gt; Progressive</b>	<b>Marking:</b> 
	<b>Minimum Fitting Heights:</b> <b>SPORT- 18mm</b>	

## Shamir Attitude® III - Sport

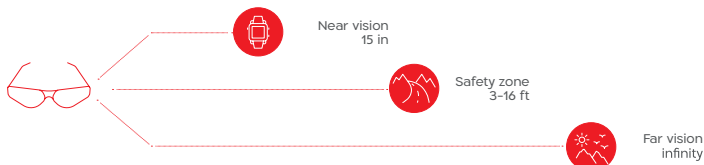
### A Progressive sunglass lens for sports and active lifestyles

With the aim of ensuring your patients see where they're running, what they're hitting and how far they must jump to reach their goals, we have designed a high-quality progressive lens suited to every sport and active lifestyles.

A progressive performance sunglass lens prescription-tailored to deliver clear undistorted vision, specifically in the zones characteristically focused on by people engaged in sports and in active lifestyles. Shamir **Attitude III® - Sport** delivers distortion-free visual experience, specifically in vision zones crucial to sports and active lifestyles, while maintaining full clarity and stability even when performing sharp, rapid motions. It features an outstanding soft design, and incorporates moderate power increases to ensure clear and stable vision in crucial zones, both above and below the 180 degree line. The lens ultimately enables clear vision anywhere – from the near zone used to view fitness bands and smartwatches, through the 3-to-16 feet "safety zone" athletes focus on to plan their next moves, and all the way to the expanded peripheral zones of curved sunglass frames.

### Who It's For

Sunglass wearers wishing to enjoy the widest and most distortion-free vision outdoors, with any size or shape frame.



### Features & Benefits

- A perfect fit for any frame
- Outstanding overall soft design
- Suited for any frame size and shape
- Greater optical design stability for any frame
- Enhanced width and depth of vision in the safety zone for better view of the immediate area in front of the athlete during sports activities

### Visual Zones Suited For Active Lifestyles

**Far Vision:** Wide and distortion-free far vision zone, with a moderate increase of power below the fitting point providing clear and stable vision above and below the horizon. Perfect for dynamic sports in which rapid and sharp movements would otherwise cause distorted vision and affect performance.

**Intermediate Vision:** Corridor designed to ensure optimal vision of the Safety Zone.

#### What is the Safety Zone?

The 3-16ft area in front of the athlete, critical for sports, which must be monitored continually in order to plan the next move and identify obstacles along the way. The Shamir **Attitude III® - Sport** lens maintains the precise optical power required for a comfortable and natural view of this crucial area.

**Near Vision:** Dynamic location of near vision zone for a clear and comfortable view of the watch, GPS and other sports gadgets.

**Peripheral Vision:** Expanded peripheral vision, specifically designed for large frames.



<b>Technologies</b>   	Product Classification: PLAY > SV	<b>Marking:</b> <b>AT<sub>3</sub></b>

## Shamir Attitude® III – SV

### Single Vision sun lenses designed specifically for sport and fashion frames

Style, appearance and performance is key when it comes to sunwear. With Shamir **Attitude III® – SV**, single vision wearers can enjoy the best optical performance and widest clear vision with the inclusion of EyePoint Technology III®. Perfect for an active or leisurely lifestyle, Shamir **Attitude III® – SV** covers the extremes for single vision patients.

#### Design Benefits:

- The first choice for everyday prescription sunwear
- The next generation of the successful Shamir **Attitude®** improved in every way
- Designed with EyePoint Technology III®

## Vision precisely suited to any outdoor need

### Single Vision sun lenses designed specifically for sport and fashion frames

Sunwear frames represent your patients and their lifestyles. Their single vision prescription shouldn't restrict them, and today, it doesn't. Based on the successful Shamir **Autograph II – Attitude Single Vision™**, designed for wraparound frames only, we've designed a new Single Vision lens with an expanded base curve range to support an endless variety of fashion and sports frames to suit any lifestyle. Shamir **Attitude III® – SV** ensures extreme viewing comfort for any frame, flat or wraparound, and for any lifestyle or activity, be it extreme sports or an outdoor coffee with friends. This unique new lens is completely adaptable to each patient – so you can help more patients express who they are!

## Features & Benefits

- Sunglass for active Single Vision users
- Perfect for any style of sunglass and any outdoor activity
- Enjoy the widest visual clarity



## Who It's For

Active Single Vision Users

## Availability: Fashion • Sport

Material	Power Range		Add Power	Cylinder
	FASHION	SPORT		
1.5 Hard Resin (C,T,V,T,P,TX,D)	-6.50 to +5.25	-6.50 to +5.25	0.75 to 3.50	to -6.00
DLC™ Trivex™ (C,T,V,T,P,TX,BZ)	-6.50 to +6.00	-6.50 to +6.00	0.75 to 3.50	to -6.50
1.56 (B)	-6.50 to +6.00	-6.50 to +6.00	0.75 to 3.50	to -6.75
NXT™ (PH)	-6.00 to +5.50	-6.00 to +5.50	0.75 to 3.50	to -6.50
1.6 SuperLite™ (C,T,P,TX)	-6.50 to +6.00	-6.50 to +6.00	0.75 to 3.50	to -7.00
1.67 SuperLite™ (C,T,P,TX,BZ)	-6.50 to +6.00	-6.50 to +6.00	0.75 to 3.50	to -8.00
Polycarbonate (C,T,V,T,P,TX,D,BZ)	-6.50 to +6.00	-6.50 to +6.00	0.75 to 3.50	to -7.00

Power Range is determined by Shamir Certified Blank Range

### LEGEND:

- C-Clear
- PH-Photochromic
- D-Drivewear
- TV-Transitions® Vantage™
- B-BluTech (Indoor & Outdoor)
- T-Transitions®
- TX-XTRActive™
- P-Polarized
- BZ-Blue Zero™

⚠ WARNING: Polycarbonate lenses can expose you to chemicals including Bisphenol A (BPA) and 1,74 index lenses can expose you to Methimazole, which are known to the State of California to cause birth defects or other reproductive harm. For more information go to: [www.P65Warnings.ca.gov](http://www.P65Warnings.ca.gov).

## Availability: SV

Material	Power Range	Cylinder
1.5 Hard Resin (C,T,V,T,P,TX,D)	-6.50 to +6.00	to -6.00
DLC™ Trivex™ (C,T,V,T,P,TX,BZ)	-6.50 to +6.00	to -6.50
1.56 (B)	-6.50 to +6.00	to -6.75
NXT™ (PH)	-6.00 to +6.00	to -6.50
1.6 SuperLite™ (C,T,P,TX)	-6.50 to +6.00	to -7.00
1.67 SuperLite™ (C,T,P,TX,BZ)	-6.50 to +6.00	to -8.00
Polycarbonate (C,T,V,T,P,TX,D,BZ)	-6.50 to +6.00	to -7.00

Power Range is determined by Shamir Certified Blank Range

### LEGEND:

- C-Clear
- B-BluTech (Indoor & Outdoor)
- T-Transitions®
- TV-Transitions® Vantage™
- P-Polarized
- BZ-Blue Zero™
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## How to Fit & Order Shamir Attitude III® - Fashion • Sport • SV

Select the lens type per patient's sunwear lens requirements: **Sport, Fashion** or **SV**

- Patient Rx
- Fitting Height
- Monocular Distance PD
- Panoramic Angle
- Pantoscopic Tilt
- Fitted Vertex Distance
- Base Curve of Demo Lens
- Frame Measurements A/B/DBL&ED

If the **As-Worn™** measurements are not included with the order the Shamir **Prescriptor Software®** will use defaults. Please see the measurements section for more details.

\*It is strongly recommended that you provide all of the above mentioned measurements.

# Attitude® III - Fashion • Sport • SV

## TECHNICAL INFORMATION

Fitting Height	"A" (see diagram)	"B" (see diagram)	"M" Invisible Marking
Sport 18mm	2.5	13	🏆
Fashion 15mm	2	9.5	👕 <sup>15</sup>
Fashion 18mm	2.5	12.5	👕 <sup>18</sup>

**SV**

"M" Invisible Marking (see diagram)

AT<sub>3</sub>

## As-Worn Quadro™ Measurements

To get the maximum benefit from **As-Worn Quadro™**, the actual measurements of the wearer should be included. (Vertex Distance - Fitted and Refracted, Pantoscopic Tilt, Panoramic Angle). **The patient will benefit greatly from using their personal measurements, experiencing more precise and comfortable vision.**

If the **As-Worn™** measurements are not included with the **Autograph III®** order, the Shamir **Prescriptor®** will use defaults. These defaults are based on averages.

### Default Measurements:

Shamir <b>Attitude III® - Fashion</b>		Shamir <b>Attitude III® - Sport &amp; SV</b>	
Vertex Distance:	13mm	Vertex Distance:	13mm
Pantoscopic Tilt:	7°	Pantoscopic Tilt:	7°
Panoramic Angle:	7°	Panoramic Angle:	15°

### The ranges for the "as-worn" measurements are as follows:

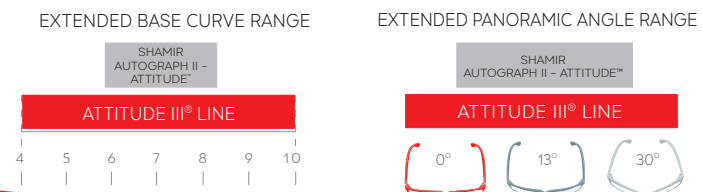
Vertex Distance:	5mm to 30mm
Pantoscopic Tilt:	-10° to 20°
Panoramic Angle:	0 to 30°

## Extended Range

### Base Curves & Panoramic Angles

The Shamir **Attitude III®** line - progressive **Sport & Fashion** and **SV** lenses - support a wider range of panoramic angles and base curves, to optimally suit any frame, flat or wraparound, while maintaining all of the design advantages.

This extended range, allows for more frames to be fitted with precisely compatible lenses, very similar to the frame's demo lenses, ensuring a perfect fit and great looking sunwear.



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