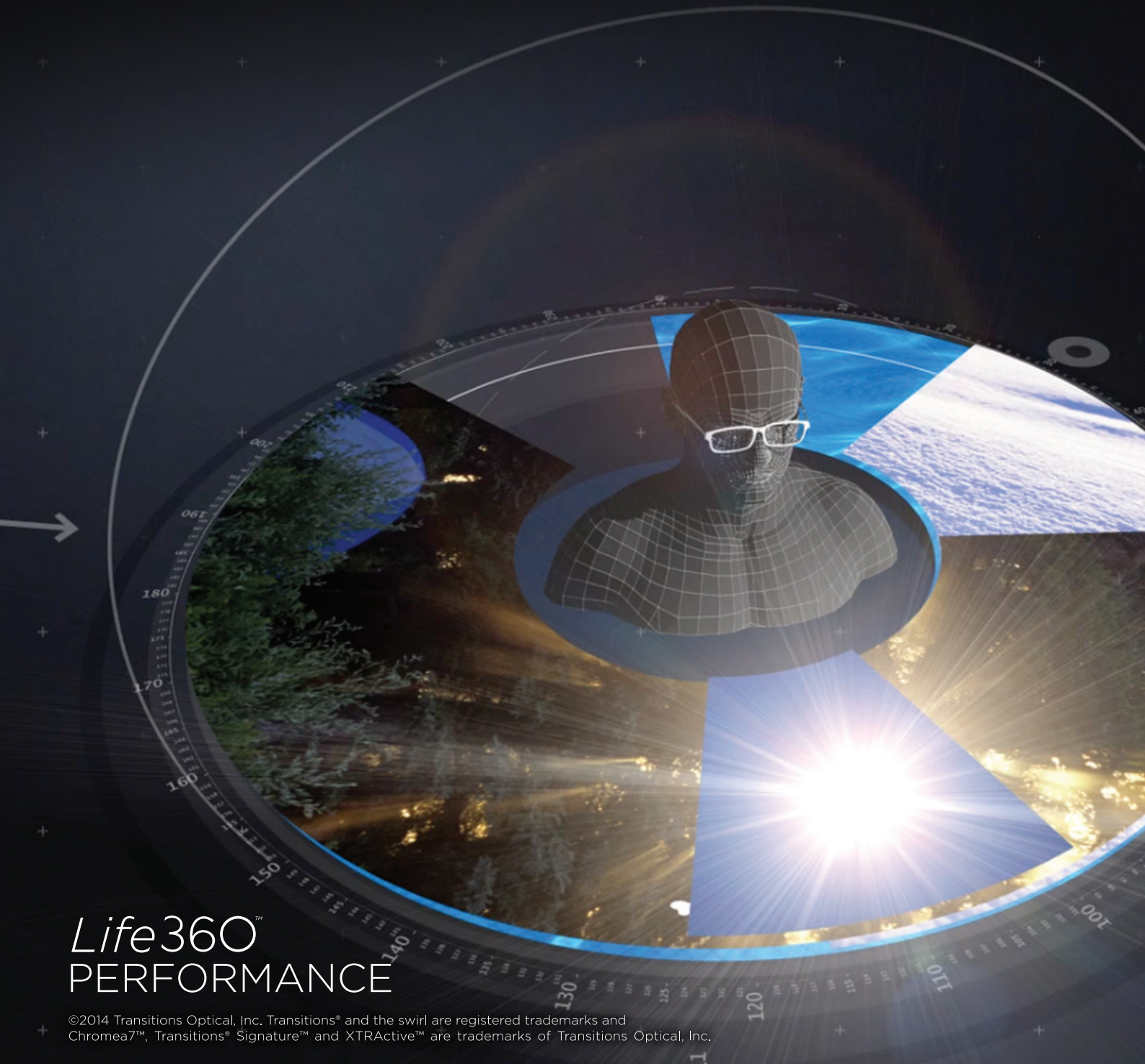


Transitions®  
Signature™ VII  
ADAPTIVE LENSES

# Frequently Asked Questions



Life360™  
PERFORMANCE

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**Q:** What is Transitions Signature VII and how is it different/better?

**A:** Transitions Signature VII is the latest and most balanced photochromic lens from Transitions Optical. Transitions Signature VII is more responsive in more situations, being more reactive to indirect light and darker especially in warmer conditions – while at the same time keeping excellent clarity indoors and fast fade back.

**Q:** Where do Transitions Signature VII lenses stand in Transitions' family of products?

**A:** Transitions Signature VII lenses are everyday lenses, replacing the previous generation, Transitions VI. They are designed to replace clear prescription lenses.

Transitions Signature VII is our most balanced lens to date having a high degree of indoor clarity and with improved responsiveness outdoors and increased darkness on hot days.

It is available in a broad range of lens designs and materials in Grey and Brown.

**Q:** How are Transitions Signature VII lenses different to Transitions XTRActive lenses?

**A:** Both are clear lens replacements. Transitions XTRActive lenses are designed for specific needs, for people spending a lot of time outside and driving a lot. They go darker outdoors, reach a comfortable level of tint inside the car and have a slight residual tint indoors. They are available only in Grey.

**Q:** Why should I recommend Transitions Signature VII lenses more than previous generations of Transitions lenses?

**A:** Wearer tests revealed a 2:1 preference for Transitions Signature VII over Transitions VI. The performance benefits that resulted in this level of preference include that Transitions Signature VII lenses:

- Are more reactive in more outdoor situations resulting in more darkness. For example, when not facing directly at the sun, because they are more reactive to indirect sun light
- Are darker outdoors than Transitions VI lenses – especially in warmer temperatures
- Are on average 20% faster than Transitions VI lenses to fade back

**Q:** What's new and different about the darkness of Transitions Signature VII lenses?

**A:** Transitions Signature VII lenses are darker at average temperatures and in hot temperatures than Transitions VI lenses. When measured over 1000 times in 200 different situations, Transitions Signature VII Brown lenses were shown to be on average 21% darker than Transitions VI and Grey are 15% darker.

They are darker in more situations, as they are less dependent from light directionality, ie when the wearer is not facing the sun – which is key – providing more comfort from reflections and indirect light.

**Q:** What's new and different about the fade back speed of Transitions Signature VII lenses?

**A:** Lenses activate in a few seconds by reacting to UV rays. In absence of UV rays, it takes only a few minutes for the lenses to fade back from the dark state to clear, but as wearers report, the transition is so smooth that you cannot detect the process

When averaged across tests, Transitions Signature VII lenses come back from dark to clear 20% faster than Transitions VI lenses.

**Q:** What else is new and different about Transitions Signature VII lenses?

**A:** The Grey and the Brown tints are renewed. Compared from the previous generation, the colours are truer, the Grey is an authentic graduated black, not bluish or reddish, the Brown is significantly darker, a deep chocolate brown.

**Q:** Why should I recommend Transitions Signature VII lenses to my patients who wear regular clear lenses?

**A:** Transitions lenses are clear indoors, like any clear lens. However, they go beyond vision correction. They adapt to changing light conditions to enhance vision, Thanks to the Transitions lenses superior light management, more than 95% of wearers are satisfied with the experience.

Thanks to their improved performances, Transitions Signature VII lenses are even easier to recommend as an alternative to ordinary clear lenses to all glasses wearers.

In a test run among 157 people, 82% of clear lens wearers rated Signature VII lenses better than their current clear lenses.

Your patients will appreciate the comfort of the lenses performing indoors as everyday clear lenses, and outdoors, doing more, continuously filtering light and reducing glare and eye fatigue.

**Q:** Are Transitions Signature VII lenses clear indoors?

**A:** Yes. When combined with an AR coating, Transitions Signature VII Brown has a transmission of 95% and Grey of 94%.

**Q:** How do Transitions Signature VII lenses perform in hot and cold temperatures (extreme temperatures)?

**A:** The performance of all photochromic molecules is affected by temperature. The scientists at Transitions have applied a new molecular breakthrough, the Chromea7 technology to Transitions Signature VII lenses with the result that they are less temperature dependant than previous generations of photochromic lenses: they go significantly darker than Transitions VI lenses in hotter situations, while remaining at the same level of darkness in extreme cold temperatures

**Q:** What is Chromea7 technology?

**A:** Chromea7 is a breakthrough 8-dye molecular technology which enables Signature VII lenses to be more reactive to indirect light as well as in higher temperatures. It is a unique molecular blend of several dyes, that Transitions Optical invent constantly. R&D department has so far developed over 3,700 different photochromic dyes, protected by over 80 patents and is testing their multiple combinations to make the lenses working better in more conditions.

**Q:** What is the life expectancy of Transitions Signature VII lenses?

**A:** The performance life of Transitions Signature VII lenses will generally last the lifetime of the prescription, ie 2 to 3 years as medical experts recommend. The vast majority of Transitions lenses wearers is satisfied (more than 95%) and is loyal, repurchasing after their first experience. No wear-out issues have been reported by consumers over the last few years in our region.

## **Added Benefits:**

**Q:** Are Transitions Signature VII lenses compatible with premium anti-reflective coatings?

**A:** Absolutely. Transitions Signature VII lenses are compatible with all premium AR coatings and hardcoats. In fact, Transitions Signature VII lenses are even clearer than regular clear lenses when a premium AR coating is applied. For added flexibility, if necessary, the hardcoat on Transitions Signature VII lenses is easily removed in a lab for AR application or proprietary hardcoats. Labs can continue to run multiple passes, thereby increasing their yields.

**Q:** Can Transitions Signature VII lenses be tinted?

**A:** Yes, but we do not recommend it as tinting will compromise the clarity of Transitions Signature VII lenses which are virtually as clear as regular clear lenses indoors and at night.

Prefer Transitions Adaptive Sunwear lenses that provide a visual advantage for specific outdoor activities such as golfing or running.

**Q:** Are Transitions Signature VII lenses limited to any particular spectacle frames?

**A:** Absolutely not. That's one of the benefits of Transitions lenses – they are available for virtually any frame suitable for prescription lenses. Given the wide choice of frames, the lenses can suit any desired look or style.

**Q:** In what colours are Transitions Signature VII lenses offered?

**A:** Transitions Signature VII lenses are available in Grey or Brown tints. Both tints have been optimised for better colour consistency (more aesthetic) and to enhance what your patients see. Depending from the colour frame's choice, from your patient's preference or desire to enhance contrast, you will recommend either the Grey or the Brown colours.

## **Who should wear Transitions Signature VII lenses?**

**Q:** For whom are Transitions Signature VII lenses best suited?

**A:** Transitions Signature VII lenses are recommended for anyone who wants more than what typical clear lenses can offer, ie for virtually everyone wearing prescription glasses.

Transitions lenses go beyond vision correction. Transitions lenses offer more than ordinary clear lenses, because they continuously filter and optimize the amount of light your eyes receive, reducing glare, eye fatigue and strain. Therefore, they are the ideal choice for every one of your patients who currently wears regular clear eyeglass lenses. Your patients will appreciate the added value that Transitions lenses provide. More than 95% of Transitions lenses wearers are satisfied with their choice.

**Q:** Transitions Signature VII lenses are specifically recommended for some persons, such as light sensitive patients, right?

**A:** Transitions lenses are not needed by a certain category of persons; they appeal to potentially every spectacle wearers, and definitely much more than its historical users. Transitions Optical had run in depth marketing studies which revealed that several consumer profiles, as of 30 years old, are deeply interested to know more and motivated to purchase Transitions lenses, such as high tech seekers (the same who want the latest smartphone), proud glasses wearers (the ones who own several equipments), as well as people looking for practical solutions in their everyday life.

**Q:** Should I recommend Transitions Signature VII lenses to parents for their children?

**A:** Absolutely and without hesitation. Transitions Signature VII lenses give children versatility, increased visual comfort, block 100% of UVA and UVB radiation

### **Special Situations:**

**Q:** Do Transitions Signature VII lenses perform in a car?

**A:** Photochromic lenses are activated by UV rays. Most automobile windshields block UV rays to protect the interior of the car and, as a result, protect the passengers from the majority of UV exposure. For patients who absolutely want the benefits of an adaptive lens in their car, we recommend that you propose Transitions XTRActive lenses. They are designed for people spending driving or a lot of time outside in the sun. They reach a comfortable level of tint inside the car suitable for driving and go darker outdoors. Please note that Transitions XTRActive lenses have a slight tint when inactivated, which may be appreciated by some of your customers.

**Q:** Are Transitions Signature VII lenses suitable for night driving?

**A:** Transitions Signature VII lenses are completely clear at night and suitable for any activity that would normally require clear lenses, which includes driving at night. Transitions Signature VII lenses are suitable for night driving as per the ISO 14889 standard. As with clear lenses, adding an anti-reflective coating to Transitions lenses may make driving at night even more comfortable for your patients, as they reduce distracting glare and are even clearer than regular clear lenses.

**Q:** Are Transitions lenses recommended for protective sports eyewear?

**A:** First and foremost, for any contact sport activity it is essential that proper, protective eyewear is selected to reduce the risk of eye injury – especially for children, who are most prone to injury during sports activities. Recommending special sports frames with shock and impact-resistant materials such as Polycarbonate or Trivex to your active patients should be a top priority. Adding the benefits of Transitions Signature VII lenses is a great bonus since they adjust to changing light and block 100% of harmful UV rays, providing visual comfort during outdoor activities held at various times of the day. Transitions lenses in impact-resistant materials make an excellent choice for parents on the sidelines as well.

## **Business Building Opportunities:**

**Q:** Can Transitions Signature VII lenses help my business grow?

**A:** Absolutely. In addition to providing the ideal choice for your patients' primary pair of lenses, fitting more of them with Transitions lenses will contribute to increased patient satisfaction and more add-on sales opportunities for your practice. More than 95% of patients who purchased Transitions VI lenses were satisfied. In a wearer test, 8 out of 10 clear lens wearers rated Transitions signature VII lenses better than their current clear lenses. And Transitions Signature VII lenses were preferred 2 to 1 over Transitions VI lenses in a blind product wearer test.

This result should encourage opticians to recommend Transitions lenses to more of their patients.

Transitions Signature VII lenses are available in most popular materials and most designs. This includes standard index (1.50), Trivex (1.53), Polycarbonate (1.59), High Index (1.60), and Super HI (1.67). Designs include spherical and aspheric SFSV & FSV, CT-28 & ST-28 (1.5 only), ST-35, Tri-28, Tri-35, and the largest selection of the best performing PAL designs available.

**Q:** Should I recommend Transitions Signature VII lenses as a sunglass replacement? What about second pair sales?

**A:** Even though they get sun lens-dark outside, Transitions lenses are not intended to replace sunglasses. Transitions lenses are intended to replace regular clear lenses for your patients' primary pair of lenses, providing extra comfort in everyday sunny moments outdoors. Sunglasses, especially polarized lenses, are specialty eyewear for specific, sustained outdoor use and blinding glare situations. Transitions lenses, as a first pair, in combination with Transitions Adaptive Sunwear lenses as a second pair, such as Nike Max Transitions lenses for golfing, outdoor leisure and running, and Transitions Drivewear polarized lenses for driving. These make an excellent two pair selection for your patients. Most of your patients should be open to that recommendation. In fact, research indicates that wearers of Transitions lenses are more likely than clear lens wearers to own sunglasses as their second pair.

## **Transitions Signature VII lenses and healthy sight:**

**Q:** To what degree does Transitions Signature VII lenses provide UV protection?

**A:** Like all Transitions lenses, Transitions Signature VII lenses block 100% of harmful UVA and UVB rays. Transitions lenses meet all the internationally recognized standards for UV blockage, including ANSI Z80.3, ISO 8980-3, EN 1836 and AS/NZS 1067.

**Q:** Can Transitions Signature VII lenses provide visual comfort?

**A:** Yes. Constant variations in light intensity throughout the day can leave eyes feeling tired and stressed. Transitions Signature VII lenses reduce glare, thereby reducing squinting, and eye fatigue for wearers. When fitted with Transitions Signature VII lenses, your patients' eyes will automatically feel more comfortable all day long.