

DLS | DIGITAL LENS SYSTEM

Eye-Kraft has been extremely successful with our DLS family of free-form digital products since we rolled them out almost 4 years ago. Digital surfacing introduced a whole new world for the lab and our customers, and it put us at the forefront of optical processing technology. Our DLS products have been dispensed by ECPs to over 20,000 patients since then, and we're very proud to offer this level of excellence in independence for our customer.

This year, we're excited to announce that DLS will be taking the next step in free-form lens technology. We've partnered with one of the world's leading lens design companies, Indizen Optical Technologies (IoT), to bring the latest advancements in free-form digital processing to Eye-Kraft. In addition to a whole new suite of digital progressives, we're adding some specialty lenses that are truly remarkable.

And while the technology we're bringing to the lab is the leading edge in lens design, our new partnership with IoT will allow us to offer this new lens portfolio at compelling prices. You'll find better overall digital pricing, especially with Transitions and Photochromics, more blue light and HEV options, and the new Tribrid Trivex/1.60 material in the new line-up as well.

Our original DLS suite of lenses will still be available until 1 June of 2019 and will then be discontinued. We'll be able to process remakes on these lenses until the end of 2019. After 1 Jan 2020, remake and warranty work will be upgraded to the new products automatically.

We want to thank all our customers for trusting DLS to power their practices. With the new DLS portfolio of lenses, we have a lens for every patient, and every patient lifestyle.



Jason Sharpe
Vice President, Operations
Eye-Kraft Optical, Inc