

# EYE-RULER™ 2

## BUILD CUSTOMER LOYALTY WITH A UNIQUE CUSTOMER EXPERIENCE!

The Eye-Ruler 2 is a magnetic camera behind your iPad that allows you to quickly and easily take patients' measurements to customize their lenses. Its intuitive, fun and simple use will aid your sales team in recommending value-added lenses!

### RESULTS: A PERFECT FIT FOR A SATISFIED CUSTOMER!

#### FAR VISION MEASUREMENTS

- Monocular pupillary distance
- Fitting heights
- Eye-lens distance (Vertex)
- Pantoscopic tilt
- Wrap angle

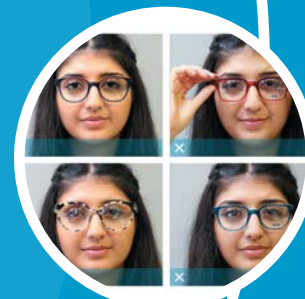


#### NEAR VISION MEASUREMENTS

- Near Vision Behaviour customization
- Reading distance

#### FRAME COMPARISON

Select and compare up to 4 frames



**1895 XPOINTS**  
(Varilux Xperience)  
OR  
**\$1995**  
(regular price)

**DID YOU KNOW THAT 90% OF PATIENTS DO NOT CORRESPOND TO STANDARD MEASURES**  
(PANTOSCOPIC ANGLE, CURVE, VERTEX)

That's why personalized lenses, which adapt to the wearer and not the other way around, make the difference for your customer. Measurements make it possible to produce a lens that adapts to the wearer's behaviour and perfectly matches style of use while taking into consideration the chosen frame.

**Offer the distinction in your practice by recommending what the customer is looking for: tailor-made lenses thanks to the Eye-Ruler 2.**

# 2 DIFFERENT BUT COMPLIMENTARY TOOLS



Features	Visiooffice2	Eye-Ruler2
Monocular PD Distance	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Height	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Inset (Difference between far PD - near PD)	<input checked="" type="radio"/>	<input type="radio"/>
Wrap Angle	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Pantoscopic Tilt	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Eye-Lens Distance (Vertex)	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Dominant Eye	<input checked="" type="radio"/>	<input type="radio"/>
Eye Rotation Center (ERC)	<input checked="" type="radio"/>	<input type="radio"/>
Head-Eye Coefficient	<input checked="" type="radio"/>	<input type="radio"/>
Head Posture Analysis H3D	<input checked="" type="radio"/>	<input type="radio"/>
Near Vision Behaviour (NVB)	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Frame Comparison	<input checked="" type="radio"/>	<input checked="" type="radio"/>
Product Benefits	<input checked="" type="radio"/>	<input type="radio"/>
Lens Comparison	<input checked="" type="radio"/>	<input type="radio"/>
Shared Patient Database	<input checked="" type="radio"/>	<input type="radio"/>
Export to Wink (Free Practice Management Software for Opticians & Optometrists)	<input checked="" type="radio"/>	<input checked="" type="radio"/>

## Eye-Ruler™2 RECOMMENDED FOR\*

**VARILUX®** X Design fit · Xtrack fit · E fit · Classique 3.0 fit · Digitime Near/Mid/Room fit

**Eyezen+™** Eyezen+ fit (except Eyezen+ Azio/India)

**ESSILOR SV** F-360°

IN 2019, PUT TECHNOLOGY TO WORK FOR YOUR CUSTOMERS!

\*Also recommend it to take basic measurements (PD, heights) for all other products.