

THE BEST POSSIBLE RESULTS  
WITH 3D VIDEO MEASUREMENT.



Have we convinced you? Then why not pay us a visit. As dedicated and professional opticians as well as a Rodenstock partner, we will be happy to introduce you to the innovative ImpressionIST® 3 consultation and measurement terminal.

So do not hesitate to stop by. We look forward to seeing you.

YOUR OPTICIAN:

Rodenstock UK Ltd  
Springhead Road  
Kent DA11 8HJ  
[www.rodenstock.co.uk](http://www.rodenstock.co.uk)

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**RODENSTOCK**  
See better. Look perfect.

THE FUTURE OF SPECTACLE  
CONSULTING HAS BEGUN.

High tech spectacle consulting using ImpressionIST® 3.  
[house-of-better-vision.com](http://house-of-better-vision.com)



**RODENSTOCK**  
See better. Look perfect.



# AT LAST, SPECTACLE DISPENSING THE WAY IT SHOULD BE: MADE TO MEASURE.

A good pair of spectacles complements the wearer's personality. But spectacles should not just look good on you, they are also a means to perfect your eyesight. The decisive factor in spectacles fitting, is a made-to-measure approach - just as only a custom-tailored suit can be a perfect fit.

For this purpose, our practice uses the latest cutting edge technology: Rodenstock's patented 3D video measurement terminal, which adds a whole new dimension to spectacles selection and fitting.

## Advantages at a glance:

- Perfect vision thanks to made-to-measure lenses
- Clear and straightforward frame selection
- Personal lens consultation for the best buying decision

**For the best Rodenstock spectacles you have ever had.**

# THE SIMPLE WAY TO PERFECT SPECTACLES.

## Selecting the right frame.

Which frame suits you best? Which tints and coatings create the most impact in your chosen frame shape? Thanks to the simultaneous on-screen display of up to four portrait photos, there is an immediate answer to this question - a major advantage especially for customers with strong prescriptions. And if you need a little longer in making your decision, feel free to take the photos home with you; we would be happy to print them out.



## Selecting the right lenses.

Once you have found the frames of your choice, our modern consultation program will show you the differences between the various lens options available, giving you an opportunity to compare the weight, thickness, and vision performance of different lens types. This makes selecting the perfect lens quite simple.



## Simple and convenient measurement process.

During the third stage we take the measurements necessary for precise fitting, such as the shape of your face, the centering of your eyes, as well as the fit and shape of your frame.

Thanks to the innovative 3D video centring system, this is quite easy: We will take two photos simultaneously from different angles, allowing for a three dimensional eye measurement. This means that all the relevant parameters can be recorded and directly transmitted to the manufacturing of your made-to-measure lenses. This guarantees you ultra-sharp eyesight and optimum in-wear comfort.

## The original with signature.

Just with every masterpiece, your Rodenstock lenses come with a signature - our trademark "R". For instant recognition of 100% German engineering expertise.

