



SLCUSTOM

The revolution in retail

A true revolution in progressive lenses that represents a new paradigm that will transform the current shopping experience.

SLCUSTOM engages the user in an immersive, precise and unprecedented shopping experience that allows us to offer a progressive solution tailored to their unique way of looking.



The optician-optometrist has a web page that collects the diagnosis of the patient who has carried out the test for the evaluation of gaze dynamics.



SLCUSTOM

Focus on you



Tailor-made progressive lens: visual fields adapted to each user's gaze dynamics.



The best performance in progressive lenses: maximum visual acuity.



A new shopping experience: the consumer is the true protagonist in the purchasing process.



A lens that evolves with the presbyopic user: 100% ergonomic design.

SLCUSTOM

SCHROEDER
Optical
ESTABLISHED 1972

SCHROEDER
Optical
ESTABLISHED 1972

Gaze dynamics



Like walking or running, each person has a unique way of looking that is formed during childhood and transforms over the years.

Gaze dynamics is determined by the relationship between the eye and head movements that we naturally make when looking at objects in the environment. It is, in short, the mechanism we use to observe the world around us.

The challenge in **progressive lenses** is to ensure that the progressive lens is the one that blends in with the user's way of looking and not the user who has to adapt.



In the absence of progressive lenses, the user's visual environment is **free** of restrictions, no element of the environment prevents the individual from looking in a natural way.



As a consequence of the use of progressive lenses, the user's visual environment is restricted. **Lateral aberrations** prevent the user from looking at objects in a natural way.

SLCUSTX™, the progressive solution tailored to each patient

SLCUSTX™, thanks to a unique ecosystem of technologies, creates a progressive lens tailored for each patient, minimizing the harmful effect of lateral aberrations. The user no longer adapts to the progressive lens, but rather the progressive lens adapts to the user.

SLCUSTX™ performs an accurate and replicable diagnosis that takes into account all the information collected from the consumer:

- **Gaze dynamics**
- **Prescription**
- **As worn position data**
- **Chosen frame**

PRECISE DIAGNOSIS

Gaze analyzer technology

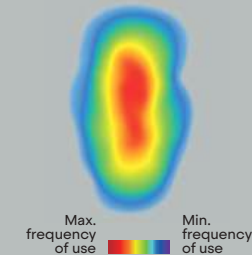
Integrates the study and interpretation of gaze dynamics.

- ① Through the use of SLCUSTX™ glasses, Gaze Analyzer technology collects information about each patient's unique way of looking and subsequently makes an accurate and replicable diagnosis that is used to obtain the ideal progressive solution for each particular user.
- ② This provides us the SLCUSTX™ map, a quantitative representation of the unique and personal way we look at the world that surrounds us.

① SLCUSTX™ glasses



② SLCUSTX™ map



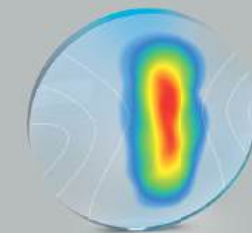
- Precise diagnosis and repeatable.
- New experience that offers confidence and reliability.

Morphing technology

Creates a progressive lens from scratch that is fully adapted to the particular user's way of looking.

- ③ The result is a progressive lens that offers maximum freedom of vision and unrestricted natural vision adapted to the patient's SLCUSTX™ map.

③ SLCUSTX™ lens



- Full control of the progressive surface.
- Represents an evolution in creating surfaces.