

CONSUMERS ARE SPENDING MORE AND MORE TIME INDOORS

Did you know?

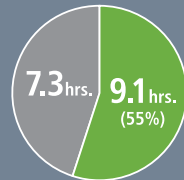
Recent studies show that Canadians spend up to 90% of their time indoors.* An average of 9.1 hours per day (i.e., 55% of waking time) are spent staring at different types of digital screens. Most digital screens are positioned 40 cm to 3 m away from the eyes therefore, placing more emphasis on intermediate vision.

To meet this changing lifestyle at home and work, Nikon has developed a new lens called Home & Office, specifically designed for comfortable indoor vision focusing on intermediate and near vision.

Nikon Home & Office is the perfect solution for those consumers who spend long hours at home and work, delivering 50% more clarity at an intermediate range as well as excellent vision at near distances. In comparison to a progressive lens, Nikon Home & Office offers a wider range of clear vision at different angles of gaze. This means you can easily look up from your laptop at whatever is happening in the room.

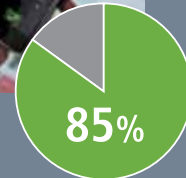
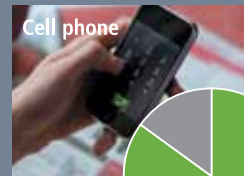
*Source: "2007 Healthy Living", Health Canada, Canada

Average Screen time per Day

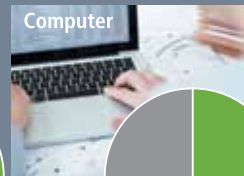


Source: Ball State University, Video Consumer Mapping Study, March 26, 2009

Digital Device Ownership

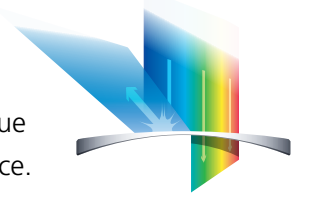


Source: Pewinternet.org, Generations and their gadgets Feb, 2011



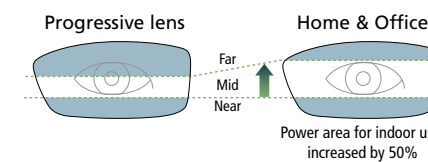
DESIGN CONCEPT & BENEFITS

For an ultimate strain free visual experience, add Nikon SeeCoat Blue to Nikon Home & Office.



1. Comfortable Indoor Vision

The intermediate zone of Nikon Home & Office is increased by 50% when compared to a progressive lens, providing more comfortable near and intermediate vision.

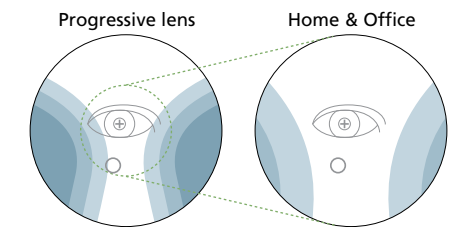


Benefits:

- No need to frequently take off and on when staying indoors
- Easy access to intermediate and near vision

2. Easy Adaptation & Wider Intermediate Zone

Nikon Home & Office enlarges the central part of the lens, limiting distortions and swim effect for easy adaptation even for first time wearers.



Benefits:

- Limited peripheral distortion
- Wider intermediate field of vision compared to progressive lenses

Examples of profiling the right Home & Office candidate



Current pair worn:	Progressive Lenses	Single Vision Readers	Nikon Online	None - Emerging Presbyope
Concerns with current pair:	I see my TV well, but when I am reading or multi-tasking, my near vision is narrow, which forces me to change my posture creating aches and strain.	With my lenses I can only focus on my close-range work. I have to remove them frequently to walk around the office. When I am working on my laptop, my back hurts because I find myself leaning forward to focus on the screen.	Working on the counter-top is great, but when looking across the room to the oven timer, or the TV on the wall, and even to walk around, I have to remove my glasses. I use my hands to work so taking them on and off is very inconvenient.	I don't want to wear progressives because I don't need distance correction plus I heard that they're hard to get used to. And please don't make me look like my grandfather.
Expectations for new lenses:	I would like to have much wider visual fields in my near and mid-distance range.	I don't want to have to take my glasses off all the time. I want to be able to see my computer too.	I really need to see further clearly and not have to take my glasses off all the time.	I need to see clearly at all distances in the boardroom. I want to wear fashionable frames, but not have to wear them when I leave the office.
Solution(s):	& Nikon Progressives When far vision is required (driving, shopping, walking, cycling, golfing, skiing, etc.) For indoor use			