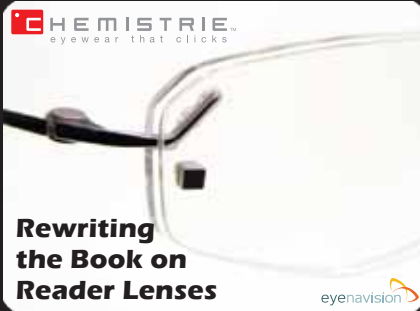


RSO SINCE 1948 WHAT'S NEW?

Chemistrie adds CHEM+ Reader Lenses, Gradient Polar Sunlenses, & 3-D Lenses

CHEMISTRIE+

Our brand new Chemistrie+ reader lenses are made from a premium HiVex material with a 46 ABBE value and are available in .25 increments from +.50 to +1.50. The lenses have a double-sided anti-reflective coating and are surfaced to a .8mm edge thickness to ensure that sleek, Chemistrie look.



New from Chemistrie

Polarized GRADIENT Sunlenses with Anti-Reflective Coating



Now, any glasses can become



Chemistrie 3-D CIRCULAR POLARIZED lenses are fully compatible with:

- RealD cinema productions
- 3-D televisions utilizing passive lens technology

NEW Chemistrie Display Kits with gradient samples will be available for purchase later this summer.

RSO SINCE 1948 CURRENT PROMOTIONS

RSO FUN \$\$\$

Seiko - FreeForm REWARDS

March 1 - May 31, 2011

Be sure to return your game cards (even if they aren't completely filled) by June 30, 2011.

RSO FUN \$\$\$

Younger - Visual Armor REWARDS

June 1 - August 31, 2011

Pays \$3 for each NuPolar Trilogy (TRIVEX) plus a \$2 bonus if the order is FreeForm
Call for additional Game Cards

RSO FUN \$\$\$

ZEISS - TARGET Customized FF

June 1 - August 31, 2011

\$25 for 10 Zeiss Customized FreeForm orders - with a \$10 Bonus if 6 of the 10 orders are for Transitions lenses
Call for additional Game Cards

ZEISS - Road To Better Vision

May 1 - July 31, 2011

Earn stickers with Zeiss Transitions jobs and bonus stickers if they have PureCoat AR.
\$125 for completed Road Map (50 stickers) - plus many other cool prizes.
Call if you did not receive a Road Map

When it comes to ordering COPPER colored sun lenses – please be specific.

Known for their superior depth perception and enhanced contrast, copper-colored sun lenses are becoming more popular – especially for driving, fishing and golf.

To insure you get the correct product at the right price, please refer to this list and ask for brand-specific lenses.

NUPOLAR® – copper polarized polycarb – available as Single Vision (SV) and in select Shamir FreeForm polycarb lenses

DRIVEWEAR® polarized photochromic (turns copper in the sun light) available in CR-39 and polycarb - as plano, SV, ST-28 (CR-39 only), Image and in select Shamir FreeForm lenses

Coppertone™ polarized polycarb that filters HEV light – in HEV Brown & HEV Gray – as plano, SV, ST-28, 7x28 and Illumina

iRx® Xperio – copper* available in CR-39 & 1.56 as plano, SV, BI/TRI & PAL; & in 1.67 SV

KBco – photo copper* available in Glass (polarized/photochromic) plano & SV

* NOTE: With iRx Xperio and KBco lenses, any colors (including copper) other than Gray3 and Brown3 are SPECIAL ORDER – which means they incur a higher price and are NON-REFUNDABLE.

News & Views

Spring 2011

Inside This Issue...

- Rite-Style Reaches a **TRUE** FreeForm Milestone
- New Products at Rite-Style:
 - **ZEISS, AO and Sola FreeForm Lenses**
Will be Produced In-House - Soon
 - **Chemistrie+ Magnetic Reader Clips**
 - **Chemistrie 3-D Magnetic Clips**
 - **Chemistrie Gradient Polar Magnetic Clips**
 - **Zeiss PureCoat and Allure AR coatings**
Now Produced In-House
- New POS for Mid-Vision Solutions
- RVP offers Affordable FreeForm Packaging

FUN MONEY QUIZ: How does RSO define "TRUE" FREEFORM?
 \$10 RSO Fun \$\$\$ to the first 20 correct answers sent to: newsletter@ritestyle.com
 or call Patty Tipler, NEWS & VIEWS Editor: 800-477-9291



Proud to be
INDEPENDENT

RITE-STYLE OPTICAL CO.

(402) 492-8822 ♦ (800) 477-9291 ♦ (800) 373-1515 fax
 12240 Emmet Street ♦ ♦ ♦ Omaha, Nebraska 68164

www.ritestyle.com

SEIKO FreeForm Fitting Heights

For best results...

When fitting a patient for the following
SEIKO FreeForm lenses:

- » **Surmount**
- » **Supercede & Supercede WS**
- » **Succeed & Succeed WS**

measure the fitting
height at 1-2mm
below center pupil.



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402-492-8822 800-373-3200

*Introducing RSO's Newest
In-House ZEISS AR Coatings...*



PureCoat™ by ZEISS
Allure AR™ Real Eyes® SS

**RITE-STYLE OPTICAL'S IN-HOUSE
ANTI-REFLECTIVE COATINGS**

		Product Position	VSP category	Scratch Coating	Scratch Protection	Hue/Cast	Anti-Static	Hydro-phobic	Warranty	List Price
	ZEISS PureCoat™	Best	D	Dipped Hard Coat Foundation XT	Best	Blue	Yes	Best	2 YEARS	\$72.40
	KODIAK ACRO	Best	D	Dipped Hard Coat Foundation XT	Best	Green	Yes	Best	2 YEARS	\$60.00
	ZEISS Allure AR™	Better	C	Factory Front / Backside Spin	Better	Blue	yes	Best	2 YEARS	\$56.20
	KODIAK INTEG	Better	C	Factory Front / Backside Spin	Better	Green	Yes	Best	2 YEARS	\$52.00
	RSO Advantage	Better		Factory Front / Backside Spin	Better	Blue	Yes	Best	2 YEARS	\$45.00
	RSO Solar (Backside only)	Better		Factory Front / Backside Spin	Better	Blue	Yes	Best	2 YEARS	\$34.00
	ZEISS Real Eyes® SS*	Good	B	Factory Front / Backside Spin	Good	Green	No	Better	1 YEAR	\$34.00

* NOTE: ZEISS Real Eyes SS will soon replace RSO Basic