



KODAK and Korrekt Optical Partner to Deliver Innovative New Progressive Lens

Louisville, KY, March 13, 2007 --(PR.com)-- Korrekt Optical today announced the availability of a new product line offered through a partnership with KODAK lenses. The innovative Unique Lenses represent an advancement that offers an alternative to bifocals and provide sharp, clear vision regardless of distance.

The new “progressive” lenses enable wearers to see everything clearly at any distance: close up, distant, and anything in-between. Thanks to this new product line, wearers who are over forty or require reading glasses can eliminate the distracting, unattractive lines associated with bifocals, without sacrificing sharp vision.

This new product will also take advantage of intelligent computer programming and Digital Resolution Technology™ to ensure the highest optical quality. Front and back lens surfaces work together to provide an enhanced view and wider field of vision.

KODAK Unique Lenses will be precisely tailored to your frame selection using advanced computer models, eliminating any concern over frame compatibility. KODAK Unique Lenses are available in a complete selection of materials including thin, lightweight, glare protection, as well as impact- and scratch-resistant materials, making them an excellent choice to address all eyewear concerns.

These Unique Lenses are crafted with a crisp, sharp vision and attractive appearance in mind. Superlative progressive vision correction is now possible without the giveaway of bifocal lines.

About KODAK Unique Lenses

For generations, people have trusted the Kodak name for quality, reliability, and innovation. These characteristics have been and continue to be integrated into every KODAK Lens. From KODAK Single Vision and Bifocal Lenses to KODAK Unique, Concise™ and Precise™ Progressives, they offer solutions for even the most difficult to fill prescriptions.

About Korrekt Optical

Established in 1929, Korrekt Optical offers total vision care for your family. Their large selection and excellent service are second to none. With over 40 years of experience and three convenient locations, come see why they're the best. [Korrekt Optical](#).

###



Contact Information:

Korrek Optical
Steve Baker
502-895-2020
sbaker@korrek.com
www.korrek.com

Online Version of Press Release:

You can read the online version of this press release at: <http://www.pr.com/press-release/32499>