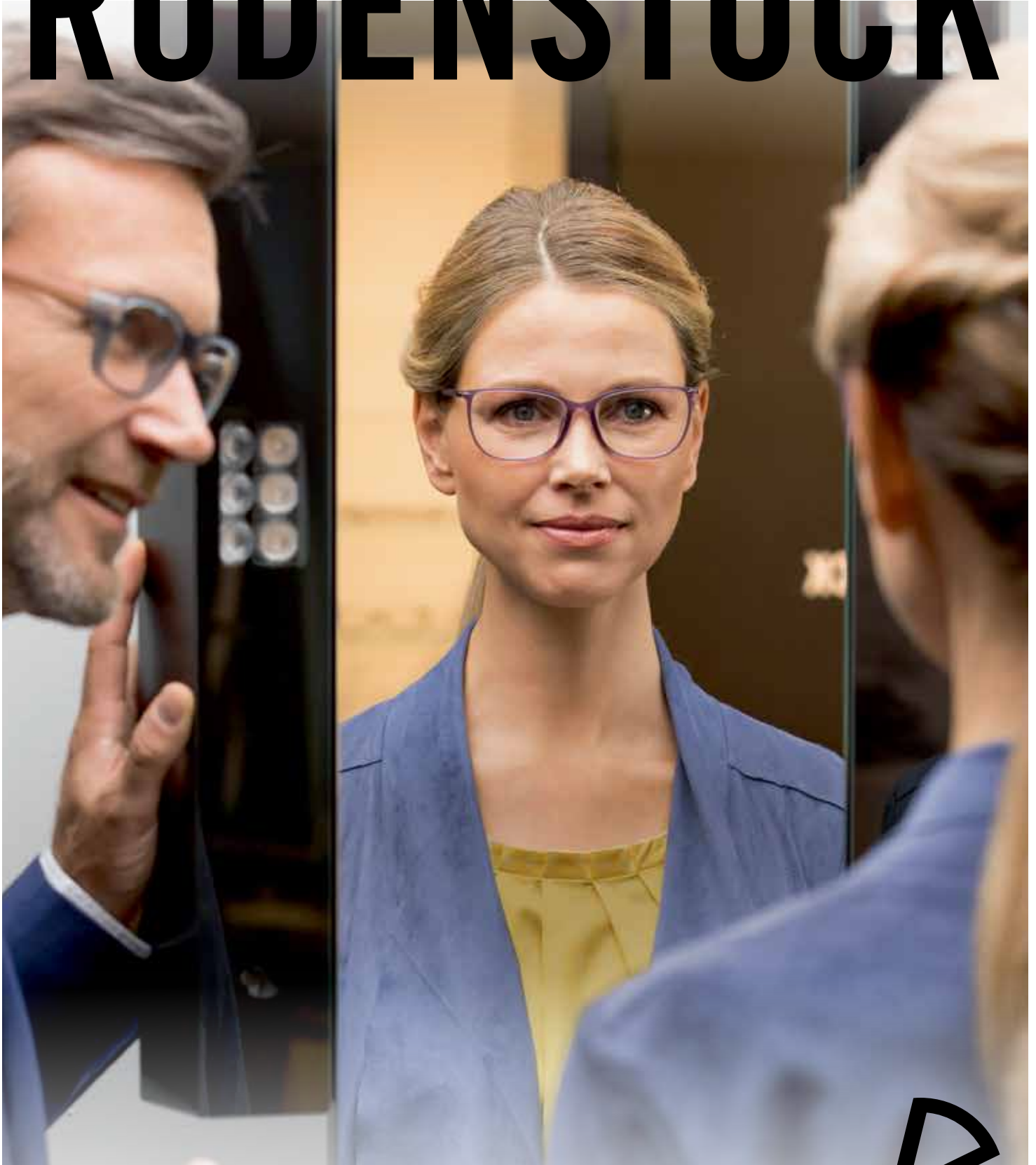


RODENSTOCK



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ImpressionIST® 4.

The new 3D-video-centring-system for innovative spectacles consulting.

A man in a blue suit and glasses holds a tablet, looking at it with a woman in a blue blazer. Another woman in a blue blazer and glasses stands to the left, also holding a tablet. They are in an optical shop with shelves of glasses in the background.

PERFECT SPECTACLES CONSULTING IS ONE THING ABOVE ALL: INDIVIDUAL.

The new ImpressionIST® 4 – an important component of our System of Better Vision.

The design of the frame must match your type perfectly and fit optimally. The lens must be matched perfectly to the eyes and frame. And together, they must work optimally in all the everyday vision situations of their wearer.

The new generation of our innovative measurement terminal, ImpressionIST® 4, guarantees optimal individual consulting and adaptation. And, thanks to measuring without a bothersome measuring attachment, it is also convenient and fast. Exploit the full potential of our premium product now and become an innovative expert of better vision for every customer.

MAXIMUM CONSULTING IN MINIMUM SPACE.



The ImpressionIST® 4 is the winner of the RED Dot Design Award 2017 and the IF Design Award 2017. We orientated the further development around the original design and optimized it. Highlights are the innovative lighting concept and the color-illuminated LED on/off switch as a functional eyecatcher. The inner parts were also completely changed and improved enormously – 99% of all components are new. The ImpressionIST® 4 is available in two different size versions. That way the unit can find enough room in shops with limited space and provide many benefits:

- The free-standing version catches interest immediately as a representative eye-catcher
- The wall-mounted version keeps its distance and doesn't take up any sales space

The control unit (PC) is attached invisibly on the back of the unit. In the new ImpressionIST® 4, all the data is combined in one system – the new Rodenstock Consulting. That way, the acquired data can be retrieved from different consulting areas (multiuser capability) so that multiple customers can be served at the same time.



Freestanding unit

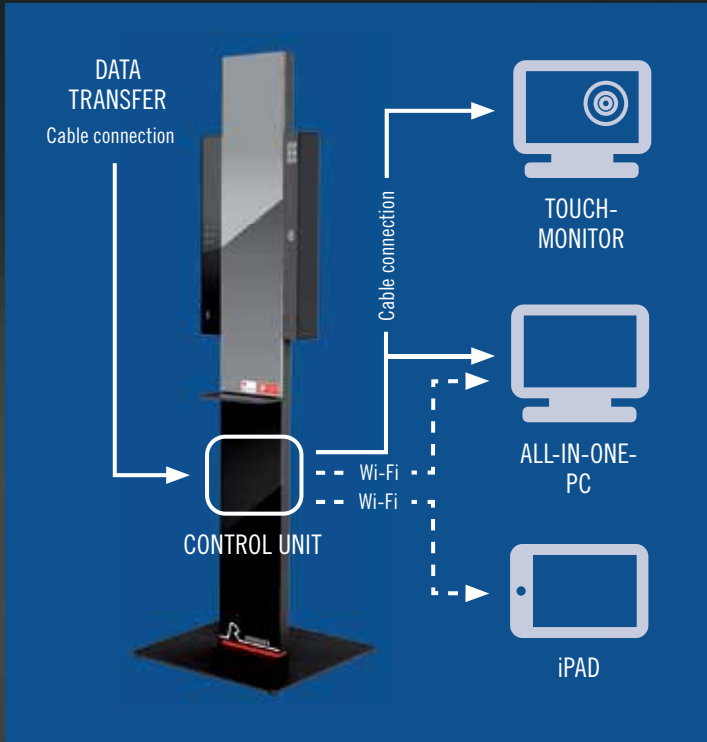
Column with a sliding measurement carriage, base plate, overall dimensions of 50 x 50 x 197 cm – 214 cm, and total weight of ca. 63 kg



Wall-mounted unit

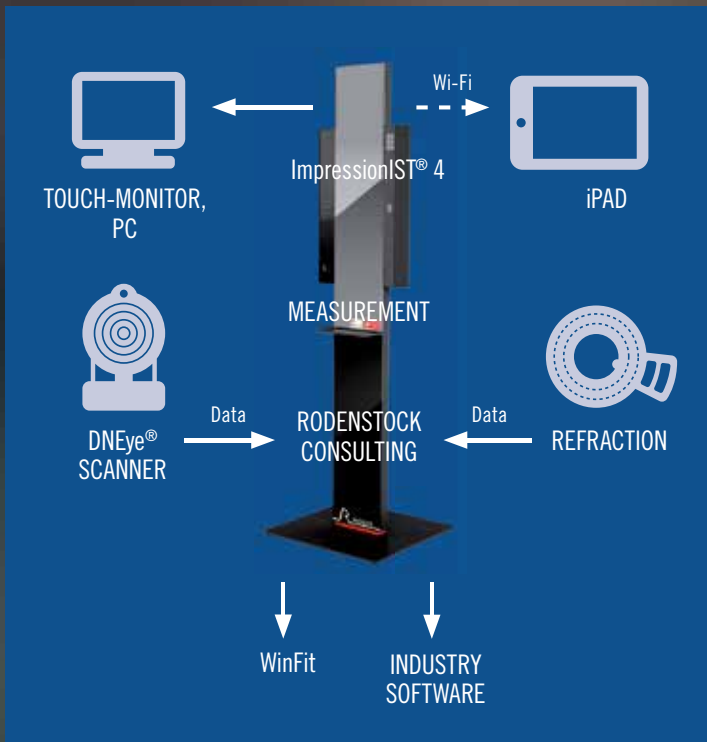
Column with a sliding measurement carriage, wall mount, overall dimensions of 44 x 196 x 197 cm – 215 cm, and total weight of ca. 40 kg

IMPRESSIONIST® 4: THE INNOVATIVE NEW FEATURES AT A GLANCE.



IPAD CONTROL OF THE 3D MEASUREMENT MODULE.

In addition to the PC, the ImpressionIST® 4 can also be controlled by an iPad. Due to automatic synchronization, the results are available in Rodenstock Consulting on all output media.



FULL INTEGRATION IN RODENSTOCK CONSULTING.

The 3D measurement module and frame consulting are integrated as new modules in Rodenstock Consulting. It is no longer necessary to export or import the data, because a central database is accessed. The data reliability is increased significantly through the automatic data synchronization. That way your work becomes easier, more manageable and secure.

AUTOMATIC DATA BACKUP WITH EACH PROGRAM STEP.

Good consulting is not linear. Therefore, after quickly determining the PD and height, you can exit the program at any time and continue the work at a later time. The data remains stored automatically.



IMPROVED IMAGE QUALITY.

The 3D-stereo-camera-system now offers 30% better camera resolution. The optimized camera sensor and increased number and performance of the LEDs simplify precise determination of the individual parameters with accuracy down to the millimeter.



COMPLETELY NEW SOFTWARE INTERFACE IN A MODERN DESIGN.

The design of the software user interface was also thoroughly revised. The result is more intuitive operation of the 3D measurement module, more manageable work and faster analysis of the customer's data.



NEW TECHNOLOGY FOR MORE CONVENIENCE.

- **Automatic data synchronization of all results in one database.**

Hence, you can carry out the analysis with an iPad directly on the ImpressionIST® 4 and then have the data on the consulting computer for discussion with the customer.

- **Results more visible for each program step.**

You see the determined values of the customer at a glance, above all a fast PD indication, and thereby have an immediate success check for every step.

- **Automatic measurement of the pupil diameter.**

With the ImpressionIST® 4, you can now also quickly and easily determine the individual pupil diameters of your customer. The determined measured values allow for even more exact calculation of the pupil-optimized correction and are automatically taken into consideration as new additional parameter for all lenses in the Rodenstock Perfection category.

- **Progress bar.**

With the ImpressionIST® 4, you have a considerable convenience and speed edge over your competitors for the consulting and calculation. The new progress bar makes it possible for your customers to experience this at every step.



NEW FORM FOR MORE FUNCTIONALITY.



- **Complete redesign of the inner parts.**

Based on the experience of our partners, we optimized the hardware of the ImpressionIST® 4 at many places thereby improving the serviceability. The PC is mounted on the back of the unit and is thereby easy to access. Through the optimized cameral position, improved illumination and hence greater image quality is achieved.

- **Illuminated on/off switch visible on the carriage.**

With the ImpressionIST® 4, the on and off button is integrated visibly in the design in the form of the Rodenstock logo. You have the control lamp always in sight, and it is simultaneously an eye-catcher for your customers.

- **Faster and more reliable data transfer.**

The camera is connected to the control unit on the device by a high-performance cable. That way, all your customer's data can be processed quickly and stored reliably at any time.

- **Flexible room design.**

The column of the ImpressionIST® 4 is available both as a freestanding as well as wall-mounted version. Hence, you can adapt the unit ideally to the design of your shop and convert it at any time by ordering either the base or the wall mount as well. Through a small pedestal, the wall-mounted version now goes down to the floor.

THE BENEFITS FOR YOU:

- The innovative stereo cameral system ensures high-precision 3D video measurement and spectacles that are perfectly suited to the individual requirements of the customer.
- The measurement is easy, convenient and without a measuring attachment.
- High-tech video-centering-system that determines the individual pupil diameters of the customer
- Consideration of the pupil diameters in the optimization of Rodenstock Perfection lenses
- You generate more sales and higher margins. Up to 32% more lenses and 85% more high-quality lenses can be sold verifiably with a 3D-video-centering-system*
- You achieve greater customer satisfaction through the visual consulting and are perceived as a true expert in the premium segment and recommended to others as such

THE BENEFITS FOR YOUR CUSTOMERS:

- Greater satisfaction due to a quick and easy choice of spectacles
- Spectacles that are perfectly matched to the customer through high-precision measurement
- Crystal clear vision at all distances and in all light conditions
- Individual lens consulting for the best buying decision
- Pleasant measurement with just one photograph in the habitual head and body position

