

Bausch + Lomb is calling consumers' attention to [survey results](#) indicating that Americans spend more than 400 minutes per day staring at digital screens and how that

affects blink rate and the visual experience. The company suggests its Ultra contact lenses with MoistureSeal technology as an accompanying technology upgrade because they have been shown to maintain 95% of their moisture for a full 16 hours to provide excellent end-of-day vision and comfort. For more information, including GeekBeat.TV host Cali Lewis' Ultra upgrade challenge, visit [YouTube](#).

BAUSCH + LOMB

Also: The company announced the availability of a mobile app designed to help eyecare practitioners successfully fit patients with PureVision2 for Presbyopia contact lenses. The PureVision2 Multi-Focal Fit Guide app is free to download in the App Store and is compatible with all iPhone, iPad and iPod touch devices running iOS 6 or higher.