

Transitions Optical launched Transitions Signature VII lenses with Chromea7 technology, which it says is its most responsive everyday adaptive lens ever. Available beginning Jan. 7, 2014, Transitions Signature VII will replace Transitions VI as the optimal lens for maximum indoor clarity and responsiveness to UV outdoors. The lenses are designed to be more responsive in more situations and were tested in more than 200 conditions representing real-life lighting situations, including various temperatures, weather conditions and geographies. Chromea7 technology is an exclusive dye formulation that allows the lenses to be more reactive to indirect sunlight and reflected sunlight and to become even darker on hot days.



Leading up to the Jan. 7 availability date, industry professionals can visit [www.TransitionsSignature.com](http://www.TransitionsSignature.com) to learn more about the product and order a free launch kit, after completing an online quiz on the site.