Always in Focus

Clarity in a split second. Every time. Everywhere.

HOYA
The FreeForm Company
InnoVision and the Binocular Eye Model

InnoVision is the core from which HOYA creates its new technologies, designs and premium services.

The InnoVision philosophy consists of four pillars:

- **Visual perception:**
  Understanding how the human brain responds to various optical stimuli, such as blur.

- **Visual experience:**
  Realising the most accurate correction for any shortcomings in the complex visual system.

- **Design verification:**
  Constant verification of the design output ensures maximum visual performance and comfort for the wearer, in all situations and circumstances.

- **Human behaviour:**
  By monitoring people’s behaviour, and mapping their needs and demands for different lifestyles, HOYA is able to create the perfect match of its products to the wearer.

The Binocular Eye Model:
Keeping focus in a dynamic world

Each V+ design is evaluated with the revolutionary Binocular Eye Model, a patented binocular performance measurement programme which verifies the visual performance of real life circumstances before it goes into production.

This process ensures unprecedented binocular performance of every V+ design, which guarantees the wearer a natural and stable vision in a dynamic world.

Innovations in vision

**The first generation** of Hoyalux iD designs deployed Balanced View Control and iD FreeForm Design Technology, revolutionary techniques that resulted in a major reduction in distortion and feelings of swim and sway.

**The second generation,** represented by Hoyalux iD MyStyle, with IDEA, took into account all elements that directly influence the way wearers see: their prescription, personal wearing parameters, experience with previous glasses and current lifestyle.

**The third generation,** the V+ designs are the culmination of years of innovation, characterised by a great attention to binocular vision.
Memorable moments can be over before you know it. Hoyalux iD MyStyle V+ is the new individualised progressive lens from HOYA that gives your patients crystal clear vision in a split second, putting everything in instant focus. Every time, everywhere.

1. Unsurpassed binocular performance

73% of presbyopes have a different prescription for right and left. Hoyalux iD MyStyle V+ is the world’s first progressive lens that takes into account the prescription difference utilising the unique Binocular Harmonization Technology. Offering your patients a perfect and effortless focusing with constant stability and excellent depth of vision.

2. Tailoring to the individual

TrueView-i and TrueView lite are HOYA’s latest measurement systems which enhance your patients experience to the greatest extent. Based on an advanced operating system, the measuring device connects to its respective iPad app wirelessly and captures precise measurements for individualised lenses.

3. Unlimited design variations

Each person is unique. Hoyalux iD MyStyle V+ offers an unprecedented level of individualisation. Utilising the new HOYA iDentifier, all viewing areas are independently tailored to the lifestyle needs of each individual patient, which guarantees a fully personalised vision profile just for you.
Preserving the natural state of vision:
Binocular Harmonization Technology

**Hoyalux iD MyStyle V+** is an intelligent progressive lens that considers the right and left prescription as individual components when calculating the required binocular lens design. The unique patented Binocular Harmonization Technology ensures the correction is appropriate at every point of the lens, according to the exact requirements of each eye.

The result:
- Perfect and effortless focusing
- Constant stability
- Excellent depth of vision

Correcting visual imbalance

Did you know, 73%* of presbyopes have a different prescription for right and left? As the power on each lens changes in a vertical direction, each eye will experience a different accommodation support, which leads to a visual imbalance that can cause eye strain, eye fatigue and headaches. Such asthenopic symptoms are often not directly recognised as being related to the lenses. With the introduction of Hoyalux iD MyStyle V+, HOYA offers a clever solution to balance the accommodation support in such a way that both eyes experience the same image quality.

*HOYA data: European progressive lens orders 2007-2013

Unsurpassed Binocular Performance

73% of presbyopes* have a different prescription for left and right eye

*HOYA data: European progressive lens orders 2007-2013
The next step in tailoring to the individual

HOYA understands that everyone sees differently. It is essential to not only take into account the prescription and required correction, but also the individual characteristics of the wearer.

Differences in lifestyle requirements, wearing positions and their experience with previous lens design can directly influence your patient’s visual needs. Hoyalux MyStyle V+ takes into account all the variables that are specific for each wearer.

Precision measuring: TrueView-i and TrueView lite

TrueView-i and TrueView lite are HOYA’s latest dispensing tools that capture precise measurements for individualised lenses.

Based on an advanced operating system, the measuring device connects to its respective iPad app wirelessly and delivers real time preview detection with stable control. The easy-to-operate system allows you to precisely capture all the parameters required for Hoyalux iD MyStyle V+, including:

**Front measurement:**
- Distance PD
- Fitting heights/ Eye Point Height (EP)
- Wearer’s Pantoscopic Angle (WPA)
- Frame Face Form Angle (FFFA)
- Boxing dimensions (B-Size)

**Side measurement:**
- Frame Corneal Vertex Distance (FCD)

**Near measurement:**
- Near PD
- Reading Distance
- Personal Inset
NEW HOYA iDentifier

All the information recorded with TrueView-i or TrueView™ will be automatically populated into the new HOYA iDentifier. Your patients will experience an interactive lifestyle module, where their unique lifestyles and visual needs will be considered, in conjunction with their prescription, wearing history, frame and wearing parameters.

NEW lifestyle module

The new HOYA iDentifier has an improved way of recording the wearers’ lifestyle to the greatest detail. The iDentifier calculates the percentage of the day your patients spent outdoors or inside, considers different lifestyle profiles, and conducts an in-depth analysis of digital media use, reading behaviour, driving, sports and professional working environment.

Independently tailored areas: far, intermediate and near.

With all the information recorded, the new HOYA iDentifier algorithm will calculate the optimal design for far, near and intermediate distances, and then combine these into the ideal distribution for each customer. This unique system with virtually unlimited design variations guarantees a fully personalised vision profile for even the most extreme visual demands.
## Product Range

<table>
<thead>
<tr>
<th>Index</th>
<th>Product Name</th>
<th>Product Code</th>
<th>VP BlueControl</th>
<th>SFT</th>
<th>Diamond Finish</th>
<th>DF BlueControl</th>
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**Nasal**

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**Temporal**

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<tr>
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The table above lists the product names, product codes, and specifications for various Hoyalux iD MyStyle V+ products. The codes include details such as VP BlueControl, SFT, and Diamond Finish, indicating the optical properties and quality of each product. The nasal and temporal specifications provide further details on the design and corridor lengths, ensuring a comprehensive understanding of the product range.
Always in Focus

Clarity in a split second. Every time. Everywhere.

- Perfect and effortless focusing
- Excellent depth of vision
- Unprecedented binocular performance
- Natural, stable vision
- In all moments that matter