RECOMMENDED as a second pair of lenses
The most comfortable near and intermediate lens that provides superior vision for reading, meetings or computer use.

Compared to standard indoor lenses, Hoyalux iD WorkStyle has a much wider field of vision. iD WorkStyle would be recommended as additional glasses, for customers who have multifocal lenses and people who want a wider near vision and ultimate comfort while performing indoor tasks.

Hoyalux iD WorkStyle uses Integrated Double Surface Design technology to optimise the progressive design for each prescription and to significantly widen the field of view and lower distortion levels, providing unsurpassed comfort for indoor tasks.

Benefits to the Wearer
- Immediate visual comfort indoor lens
- Clear visual focus for near and intermediate viewing
- Wider field of vision
- Standard with SFT the most scratch resistant

Benefits to the Practice
- Flexible and easy to dispense
- Recommended as additional glasses for customers who have multi-focal lenses and people who want wider near vision and ultimate comfort
- Most advanced and ergonomically sensible computer lens in the market

Hoyalux iD MyStyle

Hoyalux iD Classic

Hoyalux iD LifeStyle

Hoyalux iD WorkStyle

Conventional Indoor Lenses iD WorkStyle

Product Code Product Name Index SH VP SFT
PHX-EX-IDM Hoyalux iD MyStyle Eyas 1.60 4
PHX-1.67-IDM Hoyalux iD MyStyle Eynoa 1.67 4

Hoyalux iD Classic

Product Code Product Name Index SH VP SFT
PHX-EX-ID Hoyalux iD Classic Eyas 1.60 4
PHX-EX-ID Hoyalux iD Classic Eyas Suntech 1.60 4
PHX-1.67-ID Hoyalux iD Classic Eynoa 1.67 4
PHX-1.7-ID Hoyalux iD Classic Eyry 1.70 4

Hoyalux iD LifeStyle

Product Code Product Name Index SH VP SFT
PHX-1.5-IDL Hoyalux iD LifeStyle 1.50 4 4 4
IDL-1.5-T6G Hoyalux iD LifeStyle Transitions® 1.50 4 4 4
PHX-PNX-IDL Hoyalux iD LifeStyle Phoenix 1.53 4 4 4
PHX-EX-IDL Hoyalux iD LifeStyle Eyas 1.60 4
IDL-EX-T6G Hoyalux iD LifeStyle Eyas Transitions® 1.60 4
PHX-EX-IDL Hoyalux iD LifeStyle Eyas Suntech 1.60 4
PHX-1.67-IDL Hoyalux iD LifeStyle Eynoa 1.67 4

Hoyalux iD WorkStyle

Product Code Product Name Index SH VP SFT
PHX-EX-IDW Hoyalux iD WorkStyle 1.60 4
HOYA’S Design Philosophy

The distortion associated with all progressive lenses has historically been distributed on either the front or the back surface of the lens. Progressive designers excelled in spreading this distortion out to minimise its effect on the periphery of the lens.

In an industry-first development, HOYA created a progressive lens with a totally new design, one which fully integrates the advantages of the front and back surfaces. By developing an integrated double surface progressive lens, based on HOYA’s propriety evaluation and calculation technique, HOYA has distributed the total distortion over two surfaces. The integration of two surfaces dramatically reduces the amount of distortion in front of the eye and creates the largest distortion-free zone available.

Integrated Design ensures that HOYA progressive lenses deliver superior functional performance and comfort. By placing the near elements of the design on the front, vertical eye and head movements are kept to a minimum. Concentrating the distance and peripheral elements on the back surface provides a more suitable position for the eye, resulting in an extra wide field of view across the entire far, intermediate and near vision area. The number of head movements is therefore reduced and a genuine natural eye movement feeling is achieved.

Integrated Double Surface Design

Vertical addition component

The progressive addition components are placed on the front of the lens.

This reduces the vertical eye rotation and makes near vision easier.

Horizontal progression

The horizontal progressive components are placed on the back side of the lens.

This significantly increases the horizontal vision width.

Introducing the Hoyalux ID family of Integrated Double Surface Designed Progressive Lenses

Personalised for the ultimate everyday visual solution

For people who want the most accurate and natural viewing experience | want tailor-made lenses to suit their individual lifestyles

Customised for enhanced visual performance

For people who use computers | attend meetings | play sport | want lenses to suit everyday visual needs

Optimised lenses for everyday wear

For people who have a varied work environment | enjoy an active lifestyle | want high quality and affordability

Recommended as a second pair of lenses

For people who use computers | enjoy reading | carry out housework | want absolute comfort in an office environment
Hoyalux iD MyStyle - PERSONALISED

PERSONALISED for the ultimate everyday visual solution

We see customers as individuals with unique qualities, lifestyle preferences and a distinctive personal lens history - all necessary requirements that we believe should be represented in the lenses recommended. This is why we are proud to present Hoyalux iD MyStyle, the tailor-made progressive lens, as the latest member of the successful iD family.

Expert eye and frame measurements are vital to the tailor-made characteristics of the iD MyStyle lens, yet the eyes are not the only relevant factor. We also look at customer’s daily activities, the glasses they are wearing and how satisfied they were with their previous lenses.

Hoyalux iD MyStyle was developed to match your customers’ needs more closely than any previous design

Hoyalux iD MyStyle incorporates all the benefits provided by Integrated Double Surface Design:

• Very natural and focused 3D binocular vision at all distances and in all directions
• Stable image perception in all circumstances
• Wide, deformation-free field of vision
• Smooth and natural interaction

However, Hoyalux iD MyStyle offers even more. In addition to applying the successful Integrated Double Surface Design, HOYA's iDEA design principle adds a whole new dimension to the optical correction of presbyopia.

iDEA (Intelligent Design by Extensive Analysis) involves the enhancement of design right down to the level of the smallest retinal ‘pixels’ together with the customer’s personal data.

iDEA is a unique combination of personalisation and enhanced accuracy leading to the Hoyalux iD MyStyle design being optimised, customised and personalised for every individual.

MyStyle iDentifier

To engage the wearer in the process of creating their own personalised pair of ID Mystyle lenses, HOYA has developed the MyStyle iDentifier, an interactive consultation and selection program.

Based on the measurements you take and customer input, HOYA's FreeForm design system defines the final 100% personalised design from a virtually unlimited number of variations. This interactive tool offers you complete support during the sales process as you progressively lead your customer to an ideal and entirely personal design.

Benefits to the Wearer

• Maximum personalisation: means clear and natural vision in all directions
• All day comfort
• Secure feeling when moving around
• Instant adaption to lenses

Benefits to the Practice

• Suitable for all customers
• Design is unique for each person therefore, easy to dispense
• Hassle free due to quick and easy adaption to the personalised lenses
• Satisfied customers due to a superior visual experience
**Hoyalux iD Classic - CUSTOMISED**

**CUSTOMISED for enhanced visual performance**

Until Hoyalux iD Classic, no genuine solution had been found to reduce distortion when looking at the floor, down stairs or in oblique directions, despite the fact that this causes the most uncomfortable feeling for progressive lens wearers. Thanks to HOYA’s unique calculations, it is possible to recalculate the most disturbing distortion to such an extent that perfect eye correction becomes reality. The major advantage here for peripheral vision is that a significantly larger, sharper and above all more relaxed image can now be achieved in all directions in comparison with the current generation of progressive lenses.

**Benefits to the Wearer**

- Dramatically reduces the amount of distortion
- Creates a large distortion free zone and offers effective interaction between the eye and lens
- Rapid adaption for new wearers and those changing from other designs
- Freedom of frame selection

**Benefits to the Practice**

- Integrating a short corridor and a wider distortion free visual surface for all distances enables your practice to provide state-of-the-art lens technology
- Adaption concerns are significantly reduced
- Significantly improved customer satisfaction

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**Hoyalux iD LifeStyle - OPTIMISED**

**OPTIMISED lenses for everyday wear**

HOYA's iD FreeForm Design Technology™ is based on three crucial aspects: sight, feeling and experience. These elements make progressive solutions more accessible and comfortable, and are recognisable in every detail of Hoyalux iD LifeStyle.

The iD FreeForm Design Technology™ principles combined within Hoyalux iD LifeStyle guarantees clear and natural vision, even in diagonal directions.

The main advantage of Hoyalux iD LifeStyle is the preset curving of the front surface which follows the natural eyeball rotation, guaranteeing an extremely gradual progression and allowing for smooth interaction between distance and near.

Hoyalux iD LifeStyle is prescription optimised which delivers superior, consistent performance regardless of the wearers prescription.

**Benefits to the Wearer**

- Easy adaption to lenses
- Natural vision
- Cost effective design

**Benefits to the Practice**

- Increased customer satisfaction
- Less time spent attending to customer as adaption concerns are minimised
- Offering your customers the lightest lens material option, regardless of their prescription
- Huge range of materials and treatments, making lens selection easier.
**RECOMMENDED as a second pair of lenses**

The most comfortable near and intermediate lens that provides superior vision for reading, meetings or computer use.

Compared to standard indoor lenses, Hoyalux iD WorkStyle has a much wider field of vision. iD WorkStyle would be recommended as additional glasses, for customers who have multifocal lenses and people who want a wider near vision and ultimate comfort while performing indoor tasks.

Hoyalux iD WorkStyle uses Integrated Double Surface Design technology to optimise the progressive design for each prescription and to significantly widen the field of view and lower distortion levels, providing unsurpassed comfort for indoor tasks.

**Benefits to the Wearer**
- Immediate visual comfort indoor lens
- Clear visual focus for near and intermediate viewing
- Wider field of vision
- Standard with SFT the most scratch resistant anti-reflective coating

**Benefits to the Practice**
- Flexible and easy to dispense
- Recommended as additional glasses for customers who have multi-focal lenses and people who want wider near vision and ultimate comfort
- Most advanced and ergonomically sensible computer lens in the market
**Hoyalux iD MyStyle**

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**Hoyalux iD Classic**

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**Hoyalux iD LifeStyle**

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**Hoyalux iD WorkStyle**

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