

PC PRO 

*Designed by **Computer Users**
for **Computer Users***



HOYA
Premium Optical Lenses

Advanced Computer Lens Technology

'PC Pro' is HOYA's latest lens designed specifically for regular computer use and near vision tasks. PC Pro has a 0.75 diopter digression combined with an asymmetric design, providing superior binocular vision for near vision tasks. The design has extremely low levels of peripheral distortion and extensive fields of view in the near and intermediate. PC Pro is the perfect solution for anyone who regularly uses a computer or laptop, providing enhanced comfort for extended periods of wear.

Providing the best solution for wearers

In Australia and New Zealand there are in excess of 2 million pairs of single vision reading lenses sold through Eyecare Professionals each year. Therefore there are 2 million spectacle wearers potentially not receiving the best solution for their near and intermediate vision. Recent statistics* show that 75% of Australian's are using a computer or the internet on a regular basis. PC Pro will provide the solution to limited depth of vision that many wearers are seeking.

PC Pro vs. Progressives

Offering progressive lenses for computer use and near vision tasks can provide a wearer with a fantastic everyday solution, however it does not give the wearer the widest field of view they require for near vision tasks. Progressive lenses provide extended vision for near, intermediate and distance tasks, however the narrowest field of view on a progressive lens is in the intermediate, followed by the near. Computer and laptop monitors are becoming larger and larger as technology advances meaning a wearer will not receive clear and wide vision with the narrow near and intermediate area a progressive lens offers.

Computer use is a far more dynamic activity than the act of reading, and therefore requires the correct lenses to compensate for this motion. A wearer will have continuous eye movement between the monitor, keyboard, mouse and the general desk area. PC Pro should be the first preference of lens for any near vision tasks, and it is the perfect choice to compliment a pair of progressive lenses.

PC Pro vs. Standard Single Vision Reading Lens



■ PC Pro
■ Standard reading lens

PC Pro provides wearers with a greater depth of view. Standard reading lenses are limited to wide vision only in the near.

PC Pro vs. Progressive Lens



■ PC Pro
■ Progressive Lens

A Progressive lens offers narrow near and intermediate vision. PC Pro offers wider fields of view than a Progressive, making it perfect for computer use.

PC Pro and your Business

PC Pro presents an opportunity for your business to further develop, as many patients who wear single vision reading lenses are not aware that there is a better lens option to suit their needs. Many patients may not understand that they require specific glasses for computer use. It is extremely important to discuss the benefits of PC Pro with your patients, offering them an opportunity to find a solution for their needs. PC Pro will enhance a patient's clarity of vision, and provide greater depth and comfort for extended periods of wear. These benefits may resolve your patient's visual limitations, improving customer satisfaction and loyalty to your business.

Dispensing Tips for PC Pro

- * Order PC Pro lenses as a full near prescription
- * Fit on near PD
- * Fit height on the lid line, as you would with a bifocal





How to present PC Pro to your patients

Ask your patient, 'Do you often use a computer?'

If the response is 'Yes' or 'sometimes', respond with, 'I recommend PC Pro lenses for you as they are specifically designed for computer use. They will offer you the best visual performance with wider near vision that is perfect for using a computer.'

'Standard reading lenses offer you limited vision and can present eye strain when wearing for long periods of time. PC Pro offers the perfect solution with reduced distortion, and more comfort for extended periods of wear.'

Product Range Availability

Product Name	Product Code	Index	Diameter	Coatings
PC Pro 1.50	PCPRO-1.50	1.50	70/75mm	Super Hard, VP, SFT, Diamond Finish

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