Dedicated to innovation in information technology, lifestyles and culture, HOYA envisions a world where all can enjoy the good life, living in harmony with nature.

Management Principles
To realise the HOYA Vision, we have established a set of management principles that guide our every decision and action. We translate these principles into action that contributes to economic prosperity, social progress and cultural advancement, and strive to earn the trust of all those who have a stake in our success.

Commitment to society
HOYA always strives to be a responsible corporate citizen. We work hard to ensure that our corporate activities are carried out with respect for the environment. We are absolutely committed to legal compliance and ethical practices.

Commitment to customers
HOYA’s goal is to provide safe, high quality products and services that offer true value. We make every effort to increase customer satisfaction by continuously improving the quality of our operations.

Commitment to shareholders
HOYA strives to increase corporate value by improving business result and maintaining growth. Our goal is to pay fair dividends and to meet the shareholders’ expectations in return.

Commitment to employees
HOYA respects the personality and individuality of each employee. We offer employees opportunities to maximise their initiative and creativity in a safe and fulfilling work environment. We do our best to ensure a good living for all our employees.

Dedication to innovative management
HOYA constantly strives to create new value through innovation and creative technology. We make the most of the advances of the information age with our worldwide management network. We take a global perspective while respecting local culture and customers.
Product Family

Hoyalux iD Family

Hoyalux Dynamic Family

Hoyalux Conventional

Indoor Solution

Single Vision Design

HOYA Multi-coats
Hear what the others have to say....

Leigh Robinson, Teachers at Optical Dispensing - RMIT University

"Thank you very much for HOYA’s commitment to the advancement of lens technology."

HOYA’s iD LifeStyle V+ lenses are by far the best progressive addition lenses I have worn to date. My field of view is excellent at all distances and for all uses. I have oblique astigmatism in both eyes and I am amazed at the lack of any aberrations in my peripheral viewing areas including near. While I cannot read clearly at near point in my peripheral, I still have comfortable vision for all desk duties and mobility vision. Great lens technology, thank you. BUT, even better, I am simply amazed at the demonstrated benefits of the Hoya BlueControl multicoat. I was a sceptic who did not even think that I suffered from asthenopia while using the computer, but since using the BlueControl lenses I realise that I did have issues with my long term computer use and feel so much more comfortable visually when at the computer all day. I thank you very much for the lenses as well as HOYA’s commitment to the advancement of lens technology.

Sue Gordon, Taupo Vision Care - NZ

"The WOW factor!"

The iD LifeStyle V+ lenses certainly have a WOW factor. I have been in progressive lenses for some 22 years and have worn most designs from the reputable companies, both past and present. I can without reservation say that these lenses give vision above and beyond anything I have ever experienced. The clarity is excellent, peripheral vision is virtually undisturbed, there being no noticeable distortion. Flow through to add is clear and “simple” and no head movement is required to “find that sweet spot” in the lens. In fact I frequently find myself not even realising I have my specs on. I am very critical and aware of problems progressive lenses bring to wearers both long term and first time wearers. I will have no hesitation in recommending these.

Garry Mackay, Patient from NSW

"These give a performance level well above the competition!"

It gives me pleasure to give my opinion on the performance of these state-of-the-art lenses. Two years ago, I suffered a detached retina in my right eye. This injury has healed well but I am left with a split image requiring correction of prism in my right eye. This has resulted in eye strain after a relatively short time as well as some peripheral distortion. I have tried many combinations of both variable and single focus lenses. None approach the performance of the iD Mystyle V+ lenses. These give a performance level well above the competition. The clarity and transition between images is superior in both distance and close-up work. Thank you HOYA!

Mandy Zabei, Burdekin Optical - QLD

"I would recommend BlueControl to anyone who uses any digital devices."

Just letting you know that the BlueControl I ordered on my lenses are just terrific. They certainly do prevent eye strain and neutralises the glare coming off the computer screen. I would strongly recommend BlueControl to anyone who uses any digital devices. Thanks again!

Thank you very much for HOYA’s commitment to the advancement of lens technology.

Leigh Robinson, RMIT
**Hoyalux iD MyStyle V+**

Third Generation of Hoyalux iD Design

Introducing the 3rd generation of HOYA patented Integrated Double-surfaced FreeForm Progressive Lens Design – Hoyalux ID MyStyle V+. A fully individualised progressive lens design that offers crystal clear vision in a split second, putting everything in instant focus.

Did you know, more than 73% of progressive wearers have a different prescription for right and left eyes which leads to visual imbalance? This commonly overlooked binocular disharmony can greatly reduce wearer’s visual experience. With the introduction of Hoyalux ID MyStyle V+, HOYA offers a clever solution to benefit the discerning wearers.

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. Hoyalux ID MyStyle V+ offers your patients a perfect and effortless focusing experience, with constant stability and excellent depth of vision.

Tailoring to the individual

More than 75% of progressive wearers find it important to have their lifestyle taken into account when selecting new lenses. With the NEW HOYA iDentifier, patients will experience an interactive lifestyle module, where their unique lifestyles and visual needs will be considered together with their prescription, wearing history, frame and wearing parameters.

Independently tailored areas: Far, Intermediate and Near.

With all information recorded, the new HOYA iDentifier algorithm will calculate the optimal design for far, intermediate and near distances, which guarantees a fully personalised lens profile just for you.

**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

All the information recorded with TrueView-i or TrueView™ lite 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.
CUSTOMISED for enhanced visual performance

Hoyalux iD Classic uses Integrated Double Surface Design Freeform technology to ensure that HOYA’s 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 areas.

These unique calculations make it possible to recalculcate 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 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
• Adaptation concerns are significantly reduced
• Significantly improved customer satisfaction

Conventional Progressive Lens

iD Classic Progressive Lens

Hoyalux iD MyStyle V+ & iD Classic – Fitting Charts
People-based innovation

Hoyalux iD LifeStyle V+ is HOYA’s latest progressive lens design derived from customer’s feedback, ordering behaviour, and extensive analysis of data from MyStyle iDentifier.

Wearer analysis and direct customer feedback through wearing tests, clinical trials and consumer research have also encouraged new insights on the visual needs of modern presbyopes.

Built on proven design and optimised with new technology

Hoyalux iD LifeStyle V+ is still ‘the easy-to-prescribe FreeForm lens’. It maintains all existing characteristics of the successful Hoyalux iD LifeStyle Design, optimised with a new FreeForm aspherisation process and design calculation technology.

New FreeForm aspherisation process

A better correction of lens aberrations over the whole lens surface has led to better contrast and image definition.

New progressive power distribution and development

The progressive power distribution and its development have been enhanced in Hoyalux iD LifeStyle V+ to offer wider fields of vision and an optimised distance area.

Two design variations

Hoyalux iD LifeStyle V+ Harmony is the all-round progressive lens that has the most comfortable progressive distribution over the main vision areas. The perfect design for experienced presbyopes who expect nothing but only the best possible vision wherever they look.

Hoyalux iD LifeStyle V+ Clarity is the dynamic progressive lens with primary focus on distance vision. The ideal design for young, active presbyopes who require sharp vision and do not accept any limitations when moving around.

Hoyalux iD LifeStyle V+ – Fitting Chart
OPTIMISEd lenses for everyday wear

HOYA’s ID FreeForm Design Technology principles combined within Hoyalux iD LifeStyle, providing 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 smooth interaction between distance and near. Hoyalux iD LifeStyle is prescription optimised which delivers superior, consistent performance regardless of the patient’s prescription.

Benefits to the Practice

- Increased customer satisfaction
- Less time spent attending to customers as adaptation concerns are minimised
- Offering your customers the lightest lens material option, regardless of their prescription
- Vast range of materials and treatments, making lens selection easier

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<tr>
<th>Nasal</th>
<th>Temporal</th>
<th>Description</th>
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<tbody>
<tr>
<td>L</td>
<td>Hoyalux iD LifeStyle Design</td>
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</tr>
<tr>
<td>1</td>
<td>Corridor Length: 1=11mm, 4=14mm</td>
<td></td>
</tr>
<tr>
<td>1/4</td>
<td>1 = 1.50 Material, X = 1.53 Phoenix, 3 = 1.60 Eyas, 5 = 1.67 Eynoa</td>
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</tr>
<tr>
<td>1/3/3/5</td>
<td>22° Addition (eg: 22 = 2.25D / * = Design Code (F=Front, B=Back, W=Worn)</td>
<td></td>
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<tr>
<td>(1)</td>
<td>HOYA Quality Mark</td>
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Hoyalux Dynamic

Hoyalux Dynamic Prime and Hoyalux Dynamic Premium are HOYA's first full back-surfaced FreeForm progressive design. Leveraging HOYA's best-in-class technology and quality, Hoyalux Dynamic Progressives offer your patients superior visual experience at a more affordable price.

Making your everyday life more enjoyable

Traditional conventional progressive lenses are optimised for only one prescription per base curve. HOYA Backside Surfacing FreeForm Technology applies both aspheric and atoric curves to the backside of lens, optimising all prescriptions within each base curve. By placing the progressive surface on the back of the lens, Hoyalux Dynamic provides wider fields of view and more stable vision to the wearers.

The New Gold Standard in back-surfaced progressives

Hoyalux Dynamic back-surfaced progressives are developed with the integration of Listing’s Law. This unique design considers not only the horizontal and vertical movements of the eyes, it also takes into account the eye ball’s natural rotations in all other directions.

Benefits to your patients

- Optimised for individual prescription for greatest performance of the lens design
- Offering your patients the best combination of technology, performance and value
- Wider viewing area for both myopic and hyperopic patients
- Less distortion providing superior vision at all distances

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<tr>
<th>Nasal</th>
<th>Temporal</th>
<th>Description</th>
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<tbody>
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<tr>
<td>1/4/5/7</td>
<td>Corridor Length - 1=11mm, 4=14mm, 5=15mm, 7=17mm</td>
<td></td>
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<tr>
<td>200</td>
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<td>HOYA Quality Mark</td>
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Hoyalux Desk is a true extended occupational focus lens designed for patients who require correction in the near and intermediate viewing zones. Hoyalux Desk has a pre-selected fitting position set at the geometrical centre of the lens. This allows the wearer to achieve 40% of their addition reading power at the pupil eyepoint position, and full reading correction at the near point position.

Hoyalux iD WorkStyle is an advanced Freeform technology lens that provides superior vision for reading, meetings or computer use. iD WorkStyle is the most comfortable near and intermediate vision lens when compared to standard occupational lenses, offering a wider vision area, and greater clarity when looking around a room.

Hoyalux iD WorkStyle is recommended as an additional pair of glasses for patients who currently wear multi-focal lenses. It is suitable also for people who require a wider near vision area when working in an indoor area such as an office, providing ultimate comfort and natural vision.
Lecture is HOYA’s introductory INDOOR near vision lens offering two accommodation shifts; 100D (Lecture A) and 1.50D (Lecture B). The Lecture lens is ideal for people who regularly conduct near vision tasks, especially computer users, as it gives the patient the ability to focus on both the keyboard and the monitor as well as other objects within the near range. Lecture provides wide fields of view, with less distortion than standard indoor lenses, increasing overall comfort for the wearer.

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 is 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 vision areas. PC Pro is the perfect solution for anyone who regularly uses a computer or laptop, providing enhanced comfort for extended periods of wear.

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.

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<td>()</td>
<td></td>
<td>HOYA Laser Engraving Marking</td>
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*Internet usage statistics in Australia: Search Engine Guy on behalf of the International Telecommunication Union (ITU)*
Hoyalux Summit TrueForm

Summit TrueForm takes HOYA’s successful Summit CD or Summit Pro conventional lens and has the patient’s prescription entered into HOYA’s Aberration Control Surface Design system. This produces a unique back surface which fine tunes the progressive design specifically for each individual prescription. This process enables the design to be refined across all power combinations removing the performance compromise inherent in conventional progressive lenses.

![Image of Summit TrueForm lenses](image)

**Single surface design lens**
Design only optimised for one power per base curve

**TrueForm Technology lens**
Design is optimised for every power in every base curve

The target performance of typical conventional progressive lenses can only be achieved for one single spherical prescription per base curve. All other prescription combinations will contain some form of compromise in the design, because the design is static and cast into the front surface. HOYA’s unique process corrects the inefficiencies of the conventional front surface lens, allowing Summit TrueForm lenses to deliver consistent performance across all prescription combinations.

No more ‘One Size Fits All’ conventional design; TrueForm technology provides a refined lens across all powers ensuring the best visual outcome for all wearers.

### Hoyalux Summit CD TrueForm

![Diagram of Summit CD TrueForm](image)

### Hoyalux Summit Pro TrueForm

![Diagram of Summit Pro TrueForm](image)

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<tr>
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<td>HOYA Laser Engraving</td>
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<tr>
<td>CD/SP</td>
<td>CD = 11mm corridor, SP = 14mm corridor</td>
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<tr>
<td>1/3/5</td>
<td>1 = 1.50 Material, X = 1.53 Phoenix Material, 3 = 1.60 Eyas Material, 5 = 1.67 Eynoa Material</td>
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<tr>
<td>300</td>
<td>Addition (eg/ 300 = 3.00D)</td>
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Hoyalux Summit CD & Summit Pro

Natural and relaxed sight
Hoyalux Summit Pro is designed according to the principle of sharp vision at all distances. Thanks to an advanced 3D calculation programme and using the natural requirements of the eye as reference points, a perfect balance is created in the interaction between moving images in the distance and near.

Benefits
• Sharpness of vision
• High tolerance offers optimal freedom to the wearer
• Perfect balance between far and near vision
• Natural sight at all distances
• Conventional Progressive for customers who care about both quality and price

The eye-catching advantages of your glasses
Hoyalux Summit CD is eminently suited for small or narrow frames. The fast assimilation and processing of visual information in one smooth movement is guaranteed.

Benefits
• Ideal for small fashionable frames
• Short zone length for quick transition between far and near vision
• Wide intermediate corridor for flexible interaction

Hoyalux Summit CD

Hoyalux Summit Pro

Hoyalux Summit CD & Summit Pro - Fitting Chart

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<tr>
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<tr>
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<td>SP/CD</td>
<td>Mold Marking SP = 14mm Corridor, CD = 11mm Corridor</td>
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<td>(1)</td>
<td>(1)</td>
<td>HOYA Laser Engraving Mark</td>
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</table>
For standard single vision aspheric lens designs, the physiological functions of the eye such as visual acuity and the eye movements are not taken into consideration. This design is based upon optical calculation alone.

HOYA has developed ‘Calculated Visual Acuity’, a method that takes into consideration the relationship between the optical aberration, the human visual acuity and the eye movements. This design technique has formed the basis for optimising the calculation of the lens design for Nulux EP. To achieve clear, natural vision, the eye movements must be taken into account.

Nulux EP are advanced Freeform Double-Aspheric lenses, where both the front and back curves are surfaced, optimising the power and overall performance of the lens. Nulux EP offers a flatter curve improving cosmetic appearance for wearers with the thinner and lightweight design. Patients with a high astigmatism will experience clear vision with Nulux EP, right out to the peripheral edges of the lens.

### Hoyalux Amplitude

Hoyalux Amplitude is a conventional progressive lens from HOYA available in two corridor lengths. Amplitude is suitable for patients who do not have any specific design demands. Amplitude’s design platform applies HOYA’s TBM Technology to produce horizontal asymmetrical design, which ensures balanced and more comfortable vision.

**Hoyalux Amplitude Short**

- **R 200**
- **L 200**
- **AS1**
- **11mm**

**Nasal Temporal Description**

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<th>Nasal</th>
<th>Temporal</th>
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<td>Amplitude Corridor marking – AS = Short 11mm Corridor, A = Long 15mm Corridor, SS = 11mm Corridor for 1.55 &amp; 1.60, SF = 15mm Corridor for 1.55 &amp; 1.60</td>
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<tr>
<td>1/2/3</td>
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<tr>
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**MIN. FITTING HEIGHT**

14mm

**Hoyalux Amplitude Long**

- **R 200**
- **L 200**
- **A1**
- **15mm**

**Nasal Temporal Description**

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**MIN. FITTING HEIGHT**

18mm

### Nulux EP

The Nulux EP lens design maps out the different movements that an eye makes from the centre to all the various positions, angles and axis.

- Standard Design – does not take eye movements into consideration
- Nulux EP design considers the eye movements at all various angles

Nulux EP are advanced Freeform Double-Aspheric lenses, where both the front and back curves are surfaced, optimising the power and overall performance of the lens. Nulux EP offers a flatter curve improving cosmetic appearance for wearers with the thinner and lightweight design. Patients with a high astigmatism will experience clear vision with Nulux EP, right out to the peripheral edges of the lens.

- **Conventional Spherical design**
  - the clear vision area is limited
- **Standard Aspheric design**
  - offers a wider field of view
- **Nulux EP Double-Aspheric design**
  - provides completely clear, sharp and comfortable vision
Impressive Indoors. Expressive Outdoors.

The latest generation in photochromic technology has arrived. HOYA's centre of research and development has created a new photochromic range of lenses with proven quality and performance.

Sun IQ is a new generation photochromic treatment that offers wearers the flexibility of wearing clear lenses for indoor occasions, adjusting to a dark tint for outdoor environments. Offering complete protection from UVA and UVB rays, Sun IQ provides wearers with a relaxed visual experience and all day comfort.

By adding a premium HOYA anti-reflective multi-coat, the wearer will gain a better response from Sun IQ. Available on all HOYA premium grind lenses in both cool grey and warm brown colour options, Sun IQ is an excellent every day solution for your patients.

Sun IQ Features & Benefits:

- New generation photochromic technology in brown and grey colour options
- Available in 1.50, Phoenix 1.53, Eyas 1.60 & Eynoa 1.67 materials
- Specially designed for Anti-Reflective coating application
- Offers your patients a solution to squinting, prevent eye strain and headaches from bright sunlight
- Offers your patients long term comfort, even when worn for extended periods of time
- Reduces glare and improve clarity of vision

<table>
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<tr>
<th>COOL GREY</th>
<th>Light Transmission at clear state</th>
<th>Light Transmission at dark state</th>
<th>Fade back speed to 60% light transmission</th>
<th>Fade back speed to 80% light transmission</th>
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<tr>
<td>Hard Coated lens</td>
<td>89%</td>
<td>16%</td>
<td>3-4 mins</td>
<td>7.8 mins</td>
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<tr>
<td>Anti-Reflective Coated lens</td>
<td>95%</td>
<td>15%</td>
<td>3 mins</td>
<td>6.7 mins</td>
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<tr>
<th>WARM BROWN</th>
<th>Light Transmission at clear state</th>
<th>Light Transmission at dark state</th>
<th>Fade back speed to 60% light transmission</th>
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<tbody>
<tr>
<td>Hard Coated lens</td>
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<td>21%</td>
<td>2.3 mins</td>
<td>4 mins</td>
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<tr>
<td>Anti-Reflective Coated lens</td>
<td>94%</td>
<td>24%</td>
<td>2 mins</td>
<td>5 mins</td>
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</table>

The optimal environment for Sun IQ lenses to reach their maximum performance level is in natural UV light which is found outdoors. This cannot be achieved to the same success by using a UV activator within a practice, as this does not provide the full spectrum of the sun.
What your patients say

Research** has shown, when made aware of the harmful effects of blue light, your patients are very convinced of the benefits of BlueControl. After explanation, 78% of the target group find these lenses attractive, and 58% has the direct intention to visit an optometrist for more information. BlueControl therefore offers you unique new sales opportunities.

BlueControl

BlueControl is available in combination with HOYA’s VP multi-coat and Diamond Finish multi-coat. Diamond Finish BlueControl offers five times more scratch resistance than other anti-reflection coatings in the market, and adds even more comfort to lens wearers.

Features

• Neutrals blue light, preventing eye strain and fatigue
• Reduces glare for more comfortable and relaxed vision
• Better contrast perception, offering a more natural colour experience
• Plus all the features of Diamond Finish!

HOYA BlueControl is a coating that neutralises the blue light emitted by digital screens, preventing eye fatigue and eye strain. Additional benefits are:

• Reduction of glare
• Enhanced contrast

This keeps the eyes in better condition whilst offering more comfortable and relaxed vision and a more natural colour perception.

Digital life

From early morning until late at night, we are frequently switching between various digital devices such as laptops, tablets, smartphones and televisions.

As we access most of these devices at a short distance, our eyes are increasingly exposed to the light emitted by those digital screens. Moreover, this requires our eyes to continually switch between video, photos, illustrations and text.

Research* has shown that more than 34% spend 4 to 6 hours a day with digital devices, while 14% even spends between 10 and 12 hours a day.

Blue light

LCD and LED computer and television screens, smartphones, tablets and GPS devices all emit blue light, also known as high energy visible light. As the quality of such screens improves continuously, their blue light emission is increasing. Although blue light in itself is a natural phenomenon – it is present in daylight and helps us to stay awake – excessive amounts can have an adverse effect and cause eye strain and fatigue.

Research* has shown that more than 34% spend 4 to 6 hours a day with digital devices, while 14% even spends between 10 and 12 hours a day.

Digital media usage

- 1 hour or less
- 1-2 hours
- 2-4 hours
- 4-9 hours
- 9-12 hours
- 12+ hours

HOYA BlueControl is a coating that neutralises the blue light emitted by digital screens, preventing eye fatigue and eye strain. Additional benefits are:

• Reduction of glare
• Enhanced contrast

This keeps the eyes in better condition whilst offering more comfortable and relaxed vision and a more natural colour perception.

Digital life

From early morning until late at night, we are frequently switching between various digital devices such as laptops, tablets, smartphones and televisions.

As we access most of these devices at a short distance, our eyes are increasingly exposed to the light emitted by those digital screens. Moreover, this requires our eyes to continually switch between video, photos, illustrations and text.

Research* has shown that more than 34% spend 4 to 6 hours a day with digital devices, while 14% even spends between 10 and 12 hours a day.

Blue light

LCD and LED computer and television screens, smartphones, tablets and GPS devices all emit blue light, also known as high energy visible light. As the quality of such screens improves continuously, their blue light emission is increasing. Although blue light in itself is a natural phenomenon – it is present in daylight and helps us to stay awake – excessive amounts can have an adverse effect and cause eye strain and fatigue.

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SFT Multi-coat is not only anti-reflective, but is 3 times more scratch resistant than conventional coatings. A single scratch can spoil a lens, reducing the durability of the coating and compromising the overall quality of the lens. To aid in preventing this, HOYA has developed SFT Multi-coat to ensure the wearer’s contrast and sharpness in their everyday vision is of a high standard.

- **Hydrophobic Layer**
  Uniquely designed ‘repelling’ layer. Dirt, oil and water is repelled resulting in easy to clean lenses that stay cleaner for longer.

- **Super Scratch Resistant Layers**
  Multi-coating layers are made up of the latest state-of-the-art scratch resistant technology, and advanced anti-reflective materials.

- **Hard Coating Layer**
  The unique chemical process and resistance to temperature fluctuations provides superior strength and adhesion.

SFT Multi-coat provides 3 times more scratch resistance than conventional multi-coats, and is proven to be much harder and stronger providing durability and long term convenience for wearers.

**FACT 1 - Complete Protection**
Independent tests have proven the market leading scratch resistance of Diamond Finish, offering 75% more scratch resistance than its predecessors.

**FACT 2 - Crystal Clear Vision**
Diamond Finish’s advanced anti-reflection layer ensures a maximum light transmission of 98.6%, providing the wearer with relaxed all-round vision.

**FACT 3 - Easy to Clean**
Exposure to water and chemicals (even cleaning fluid) can significantly reduce the durability and easy cleaning attributes of a multi-coat. However, the unique patented hydrophobic top layer of Diamond Finish makes lenses easier to clean and they stay cleaner for longer.

**FACT 4 - Durability**
Repeated wiping significantly diminishes the durability of a multi-coat, however tests have proven that Diamond Finish’s unique oleophobic and hydrophobic properties will ensure that repeated cleaning will not damage the lens, with maximum durability guaranteed.

SFT Multi-coat’s superior anti-reflection provides sharper vision for wearers by reducing light transmission, and providing higher comfort levels and safety, especially with night time driving.
What is Glare?
Glare is light that is reflected off a horizontal surface such as a windshield, water, snow or wet roads. Glare can occur in varying conditions such as; bright and sunny, or overcast and cloudy. The effects of this glare can be very intense on everyday vision and can cause eye fatigue from squinting, or can completely block vision.

Why is Polarisation so Important?
Polarised lenses enhance the most important function of prescription eyewear: improvement of visual acuity. Regular tinted lenses simply reduce the amount of visible light; they do little to eliminate glare.

NuPolar Technology
- Involves casting the polarising filter into the lens so it cannot separate or de-laminate
- Provides superior colour consistency across the lens
- HTR (High Temperature Resistor) film provides superior stability in high temperature conditions

The HOYA Difference
- HOYA digital surfacing providing unsurpassed prescription accuracy and the thinnest possible lens
- HOYA Double-sided Super Hard Coat as standard providing superior scratch resistance

Combining HOYA advanced surfacing and coating technology with NuPolar polarised technology creates the ultimate polarised lens in “HOYA NuPolar”.

Without HOYA NuPolar

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