Corporate Mission

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.
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<td>BlueControl Multi-coat</td>
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<td>Diamond Finish Multi-coat</td>
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<td>HOYA Hilux NuPolar</td>
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HOYA Product Family
The best solution for every customer
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.

<table>
<thead>
<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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</thead>
<tbody>
<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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</table>

<table>
<thead>
<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>
<th>Fade back speed to 80% light transmission</th>
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</thead>
<tbody>
<tr>
<td>Hard Coated lens</td>
<td>89%</td>
<td>21%</td>
<td>2-3 mins</td>
<td>4 mins</td>
</tr>
<tr>
<td>Anti-Reflective Coated lens</td>
<td>94%</td>
<td>24%</td>
<td>2 mins</td>
<td>5 mins</td>
</tr>
</tbody>
</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.
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

Clear when indoors  Activates in mid-light  Darkens to a tint when outdoors
Integrated Double Surface Design

The distortion associated with all progressive lenses has historically been distributed on either the front or the back surface of the lens. HOYA’s progressive lens designers excelled in spreading this distortion out to minimise its effect on the periphery of the lens. Based on HOYA’s proprietary evaluation and calculation technique, an integrated double surface design has been developed to distribute 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.

PERSONALISED for the ultimate everyday visual solution

At HOYA, we see your patients 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.

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

Hoyalux iD MyStyle was developed to match your patients’ 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, distortion-free field of vision
- Smooth and natural interaction

Horizontal progression

The horizontal progressive components are placed on the back side of the lens.
This significantly increases the horizontal vision width.

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.
The MyStyle iDentifier

To engage the patient in the process of creating their own personalised pair of Hoyalux iD MyStyle lenses, HOYA has developed the MyStyle iDentifier, an interactive consultation and selection program. Based on the optical measurements, and the patient’s 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 and guide your customer to an ideal and entirely personalised design.

Dispensing with the MyStyle iDentifier

**Step #1:** What: Register the patient’s personal information  
  Why: To personalise the patient’s ‘Personal Vision Profile’

**Step #2:** What: Complete the prescription and refraction details  
  Why: To produce the patient’s tailor made lenses

**Step #3:** What: Complete the frame and fitting information  
  Why: To define the required fitting of the lenses in the frame, and personalise the wearing position

**Step #4:** What: Define your patient’s wearing history and satisfaction with the previous lenses worn  
  Why: To prevent non-adaptation and to ensure complete satisfaction based on the patient’s past experiences

**Step #5:** What: Define your patient’s lifestyle activities and requirements  
  Why: To select a final design that is in line with the patient’s lifestyle and daily routines

The final output is a summary of the patient’s personal details showing the personalised Hoyalux iD MyStyle design recommended for the patient.

Dispensing Tip:

Suitable for people who  
→ want the most accurate and natural viewing experience  
→ want tailor-made lenses to suit their individual lifestyle  
→ want the most advanced technology available in optical lenses.
Hoyalux iD Classic

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 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.

Conventional Progressive Lens

iD Classic Progressive Lens

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

Dispensing Tip:

Suitable for people who → want clearer vision, more comfortable vision → experience an unstable feeling when moving around → want a balanced lens for computer use, office work and outdoor activities → play sports → want lenses to suit their everyday visual needs
### Hoyalux iD MyStyle

**MIN. FITTING HEIGHT**

- 14mm or 17mm

**MANUFACTURED UP TO 6MM INSET PER LENS**

**Nasal** | **Temporal** | **Description**
--- | --- | ---
R | 22* | HOYALUX iD Classic Design
L | 22* | MB43

- 11mm
- 14mm
- 16mm

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<th>Description</th>
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<tr>
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<td>HOYALUX iD MyStyle Design</td>
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<tr>
<td>O/B/C</td>
<td></td>
<td>O-Open, B-Balance, C-Clear</td>
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<tr>
<td>X/3/5</td>
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<td>X = 1.53 Phoenix Material, 3 = 1.60 Eyas Material, 5 = 1.67 Eynoa Material</td>
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<td>22*</td>
<td>Addition (eg/ 22 = 2.25D / * = Design Code (F=Front, B=Back, W=Worn))</td>
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### Hoyalux iD Classic

**MIN. FITTING HEIGHT**

- 14mm or 17mm

**MANUFACTURED UP TO 6MM INSET PER LENS**

**Nasal** | **Temporal** | **Description**
--- | --- | ---
R | 22* | HOYALUX iD Classic Design
L | 22* | MB43

- 11mm
- 14mm

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<th>Nasal</th>
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<td>X/3/5/4</td>
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<td>HOYA Quality Mark 1.67</td>
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<td>HOYA Quality Mark 1.70</td>
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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.

Dispensing Tip:

- **Harmony**: Suitable for → experienced presbyopes → people who read a lot, spend a lot of time behind computer

- **Clarity**: Suitable for → first-time progressive lens wearers → who drive a lot, move around and are active during the day
### Hoyalux iD LifeStyle V+ — Fitting Chart

**Nasal Temporal Description**

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<tr>
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<tr>
<td>1/X/3/5</td>
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<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>H/C</td>
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<td>H = iD LifeStyle V+ Harmony / C = iD LifeStyle V+ Clarity</td>
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<td>HOYA Laser Engraving Mark</td>
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**MIN. FITTING HEIGHT**

14 or 17mm

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**Lifestyle V+ Harmony**

**Lifestyle V+ Clarity**
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

Dispensing Tip:

Suitable for people who → experience eye strain and headaches → have a varied work environment → enjoy an active lifestyle → want high quality and affordability → are first time multi-focal wearers
### Hoyalux iD LifeStyle – Fitting Chart

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**MIN. FITTING HEIGHT**

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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.

**Dispensing Tip:**

Suitable for people who → work in an office environment → regularly use a computer → want absolute comfort in an office environment → want completely natural vision for indoor tasks → carry out housework
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.

**Dispensing Tip:**
Suitable for people who → regularly read or use a computer → work in an office environment → experience neck strain
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 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.

**PC Pro vs. Standard Single Vision 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**

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 - Fitting Chart**

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<tr>
<td>AP</td>
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<td>PC Pro Design</td>
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<tr>
<td>1</td>
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<tr>
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<td>Addition (eg /22 = -2.25D / * = Design code (F/B/W))</td>
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<td>()</td>
<td></td>
<td>HOYA Laser Engraving Marking</td>
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</tbody>
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**Dispensing Tip:**

- Suitable for people who regularly use a computer or read
- Want a greater depth of view in the near vision area
- Experience neck or eye strain
- Want a lens specifically designed for computer use

*Internet usage statistics in Australia (Search Engine Guy on behalf of the International Telecommunication Union (ITU))
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 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.

Lecture – Fitting Chart

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<tr>
<td>L</td>
<td>100</td>
<td>Lecture Design</td>
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<tr>
<td>1</td>
<td>L1</td>
<td>1 = 1.50 Material</td>
</tr>
<tr>
<td>100</td>
<td></td>
<td>Addition (eg/100 = 1.00D)</td>
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Dispensing Tip:

Suitable for people who → work in an office environment → regularly use a computer → experience neck strain → want a modern occupational lens
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.

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

Dispensing Tip:

Suitable for people who • are new presbyopes • are first time multi-focal wearers • want reduced distortion • want a refined lens design • want uncompromised performance • lead an active lifestyle
Hoyalux Summit TrueForm - Fitting Chart

Hoyalux Summit CD TrueForm

Hoyalux Summit Pro TrueForm

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<td>300</td>
<td>Addition (eg/ 300 = 3.00D)</td>
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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

Dispensing Tip:

Suitable for people who → are new presbyopes → are first time multi-focal wearers → want reduced distortion → want a refined lens design → want uncompromised performance → lead an active lifestyle
**Hoyalux Summit CD**

- Nasal: HOYA Laser Engraving Mark
- Temporal: Mold Marking: SP = 14mm Corridor, CD = 11mm Corridor
- Description: 1 = 1.50 Material, X = 1.53 Phoenix Material, 3 = 1.60 Eyas Material, 5 = 1.67 Eynoa Material
- Addition (eg/ 300 = 3.00D)

**Hoyalux Summit Pro**

- Nasal: HOYA Laser Engraving Mark
- Temporal: Mold Marking: SP = 14mm Corridor, CD = 11mm Corridor
- Description: 1 = 1.50 Material, X = 1.53 Phoenix Material, 3 = 1.60 Eyas Material, 5 = 1.67 Eynoa Material
- Addition (eg/ 300 = 3.00D)
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 (11mm corridor)**

![Diagram of Hoyalux Amplitude Short](image)

**Hoyalux Amplitude Long (15mm corridor)**

![Diagram of Hoyalux Amplitude Long](image)

<table>
<thead>
<tr>
<th>Nasal</th>
<th>Temporal</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS/SS/SF</td>
<td>Amplitude Corridor marking – AS = Short 11mm Corridor, A = Long 15mm Corridor, SS = 11mm Corridor for 1.55, SF = 15mm Corridor for 1.55</td>
<td></td>
</tr>
<tr>
<td>1/2/3</td>
<td>Material – 1 = 1.50 Material, 2 = 1.55 Stellify Material, 3 = 1.60 Material</td>
<td></td>
</tr>
<tr>
<td>200</td>
<td>Addition (eg 200 = 2.00D)</td>
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**Dispensing Tip:**

Suitable for people who → want a low cost modern design lens → want the ability to choose any style of frame as they can be ordered in either short or long corridor.
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.

Nulux EP design considers the eye movements at all various angles

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

Dispensing Tip:

Suitable for people who

→ want the clearest most natural visual experience
→ want wide fields of view
→ want comfortable, lightweight lenses to wear all day
Digital life

From early morning until late at night we are using all kinds of digital devices, for work as well as for recreation. Think about 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 the screens of those devices. Moreover, this requires our eyes to switch continuously between photos, illustrations and text or follow moving images.

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.

Dispensing Tip:

- Suitable for people who spend a long time in front of computer screens and other digital devices
- Want more comfortable and relaxed vision
- Want better contrast perception
- Want complete protection from scratching

*2012 VisionWatch Findings: A survey among 10,000 adults across America about their use of digital media and symptoms of vision stress, conducted by The Vision Council.
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 and Diamond Finish

BlueControl is offered in combination with HOYA’s unsurpassed Diamond Finish anti-reflection coating. This durable coating offers 5 times more scratch resistance than conventional anti-reflection coatings and adds even more comfort to lens wearers.

Features

- Neutralises 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.

**Millward Brown: “Consumer attitude towards anti-reflection coatings”. Research among 1,204 spectacle wearers in 6 European countries. November 2012.**

scratch resistant anti-reflective water repellent dirt repellent

Experiences eye discomfort
Interested in BlueControl
Takes immediate action

BlueControl Multi-Coat

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.

**Millward Brown: “Consumer attitude towards anti-reflection coatings”. Research among 1,204 spectacle wearers in 6 European countries. November 2012.**
Diamond Finish Multi-coat

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.

Dispensing Tip:

Suitable for people who → want complete protection from scratching → want better clarity and relaxed vision → want to strengthen the durability and life of their glasses
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.

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.

**Dispensing Tip:**

Suitable for people who → want to protect their lenses from damage → look for long term convenience → want improved night time driving clarity
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”.

Dispensing Tip:

Suitable for people who → like dark sunglasses that block glare → want clearer vision in bright conditions → to protect their eyes from UVA and UVB rays
Enjoy Summer!

Unveiling the **NEW FreeForm Progressive NuPolar®** this summer.

Sun. Sand. SEE.

NuPolar is a registered trademark of Younger Optics.
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