



Dynamic Sync is highly recommended with either Diamond Finish or Diamond Finish BlueControl anti-reflection coating.

## Diamond Finish

Diamond Finish is HOYA's unsurpassed and award-winning anti-reflection coating which offers **5 times more scratch resistance** than standard anti-reflective coatings.

### Diamond Finish benefits:

- ✔ Maximum durability
- ✔ Easy to clean
- ✔ Increased visual clarity
- ✔ Scratch-resistant
- ✔ Anti-reflective

## BlueControl

Award-winning Diamond Finish is also available in combination with BlueControl. BlueControl neutralises the blue light emitted by digital screens. As our eyes do not provide sufficient protection against blue light naturally, over-exposure to blue light can have an adverse effect on our eye health, causing side effects such as eye strain, headaches and difficulty sleeping. Long term exposure to blue light may also contribute to retinal damage.



Blue light neutralisation

BlueControl protects your eyes whilst offering more comfortable and relaxed vision and better contrast perception, preventing eyestrain and fatigue.

### BlueControl benefits:

- ✔ Neutralises blue light emitted by digital screens
- ✔ Reduces eye strain & fatigue
- ✔ Better contrast perception, offering a more natural colour experience
- ✔ Available in combination with Diamond Finish.

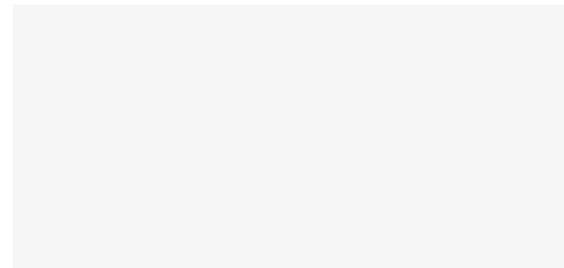


Relax your eyes

## Dynamic Sync benefits

- ✔ Less eye fatigue and eye strain
- ✔ Relaxed vision in all directions and at all distances
- ✔ Comfortable, clear vision all day long

For more information on HOYA's Dynamic Sync lenses, speak to your local eyecare professional.



**DYNAMIC SYNC**

Single vision lenses designed for your digital lifestyle

**HOYA**

[www.hoyalens.com.au/DynamicSync](http://www.hoyalens.com.au/DynamicSync)

**HOYA**

## Our lives have changed

For many of us, from the moment we wake up until the time we go to bed again, our day is filled with looking at digital screens. Our smart phone alarm may wake us up, we might check the weather on a tablet, work for hours on a computer screen, do a spot of online shopping on a break, cook dinner looking at an online recipe, relax in front of the TV in the evening while checking emails or perhaps scrolling through Facebook

## The way we work our eyes has changed

The way we look at the world and use our eyes has changed over time. We used to spend most of our time looking at far and intermediate distances. In prehistoric times we were scanning for woolly mammoths in the distance and picking berries.

Today we primarily focus on near objects such as computers, laptops, tablets, smart phones, gaming devices and books. Most of us don't realise the harmful effect this shift has on our eyes and vision.



Mobile Phones

Laptops

Televisions

Tablets

Gaming Devices



## Growing exposure to digital screens affects our eyes

Nearly 60% of us are looking at digital screens for 5+ hours per day\* and it's taking its toll on our eyes, causing eye fatigue and digital eye strain. Symptoms can include tired eyes, blurred vision, headache and dry eyes. You may even experience neck or back pain, through stress placed on your cervical spine, if you're spending long periods unconsciously bent forward, looking at a screen.

## Using digital screens for long periods over-works our eyes

Spending a large amount of time looking at digital screens (or any near object) means our eyes are constantly exerting more effort to focus. Ciliary muscles contract, pupils constrict and eyes converge to make focusing at near distance clearer. Put simply, our eyes are working harder, causing strain.

\*Source: 2015 Digital Eye Strain Report.



Headache

Blurred Vision

Neck Pain

Tired Eyes

Eye Strain

## How do Dynamic Sync lenses work?

Dynamic Sync lenses are specifically designed for people who spend long periods of time looking at near objects such as digital screens and require glasses to see things clearly in the distance.

HOYA's Dynamic Sync lenses have a more advanced design than standard single vision lenses, which have the same 'distance power' throughout the lens.

Dynamic Sync lenses are designed for your digital lifestyle and all day wear. Dynamic Sync's superior design has your 'distance power' for everyday use and a 'boost zone' at the bottom of the lens. The boost zone reduces eye strain during up close activities such as looking at digital screens, reading or any 'near task' activities. The boost zone allows your eye muscles to relax and focus more easily, helping to relieve eye strain and provide visual comfort. This is even after several hours looking at near distances.

