

Relax
your
eyes



DYNAMIC SYNC

Single vision anti-fatigue lenses designed
for patients with digital lifestyles

HOYA

Our patients' lives have changed

For many patients, from the moment they wake up until the time they go to bed again, their days are filled with looking at digital screens. Their smart phone alarm may wake them up, they 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 use 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 patients don't realise the harmful effect this shift has on their eyes and vision.



Mobile Phones



Laptops



Televisions



Tablets



Gaming Devices

Growing exposure to digital screens affects our eyes

Nearly 60% of your patients are looking at digital screens for 5+ hours per day* and it's taking its toll on their eyes, causing eye fatigue and digital eye strain. Digital eye strain symptoms can appear after looking at a digital screen for 2 hours. Symptoms can include tired eyes, blurred vision, headache and dry eyes. They may even experience neck or back pain, through stress placed on their cervical spine, if they're spending long periods unconsciously bent forward, looking at a screen.

Using digital screens for long periods over-works eyes

Spending a large amount of time looking at digital screens (or any near object) means eyes are constantly exerting more effort to focus. When this happens, three reactions occur simultaneously:

- 1) Ciliary muscles contract to make the lens more convex and shortening the focal length.
- 2) Pupils constrict to avoid diverging light from hitting the periphery of the eye.
- 3) Eyes converge to make focusing at near distance clearer.

Put simply, eyes are working harder, causing strain.



Headaches



Blurred Vision



Neck Pain



Tired Eyes



Eye Strain

How do Dynamic Sync lenses work?

Dynamic Sync lenses are specifically designed for patients who spend long periods of time looking at near objects such as digital screens and require glasses for distance vision.

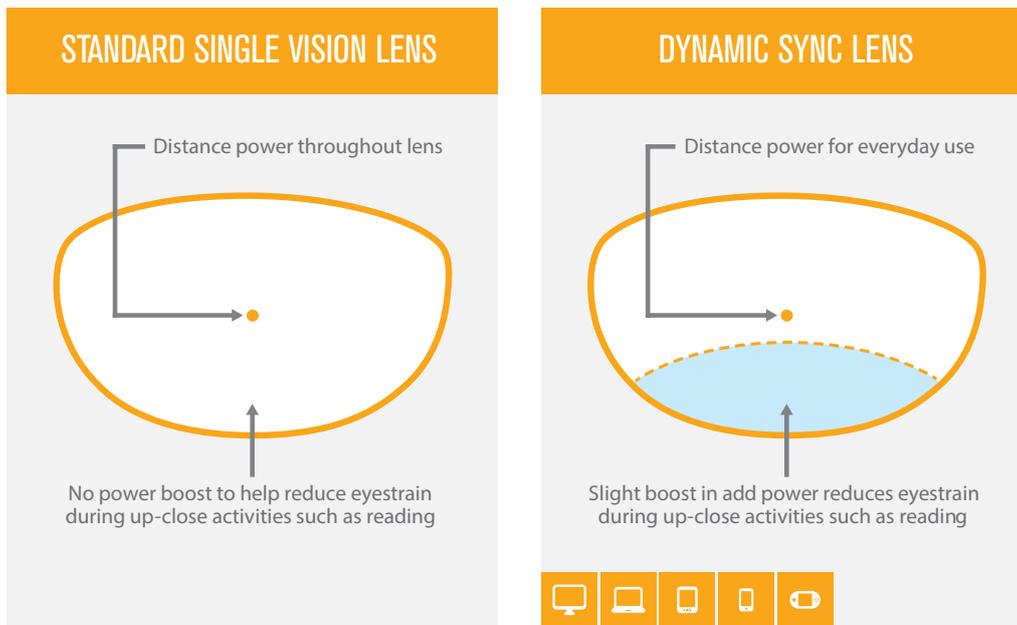
HOYA's Dynamic Sync lenses have a more advanced design than standard single vision lenses, which have the same distance power throughout the lens.

Dynamic Sync lenses are designed for all day wear by patients with digitally connected lifestyles. Dynamic Sync's superior design has the distance power for everyday use and a 'boost zone' at the bottom of the lens. The boost zone is an area with a slight add power, which reduces eye strain during prolonged up close activities such as looking at digital screens, reading or any 'near task' activities. The slight add power area allows your patients' 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.

*Source: 2015 Digital Eye Strain Report.



Which single vision lens is best for your patient?



Dynamic Sync 5 & 8

Dynamic Sync 5	Dynamic Sync 8
16 – 37 year olds	38 – 45 year olds
For older children and young adults including students and emmetropes (i.e. patients with perfect vision).	For non-presbyopes and early presbyopes not ready for progressives
Gradual boost in add power up to +0.53D	Gradual boost in add power up to +0.88D

Recommending & selling Dynamic Sync

Ideal Dynamic Sync patients

- Wear single vision for distance and use digital devices
- Are aged 16-45 years of age (non-presbyopes and early presbyopes not ready for progressives)

How to identify potential Dynamic Sync wearers

Both optometrists and practice staff can identify digitally connected patients by asking:

“Do you look at digital screens - such as computers, tablets, your TV or mobile phone - for 2 or more hours each day?”

How to recommend Dynamic Sync to patients

“I recommend Dynamic Sync lenses. They’re a new lens, specifically designed for people who spend a lot of time focusing on digital screens at near distance and wear standard single vision lenses to see clearly in the distance.

Using digital devices means you’re putting additional strain on your eyes as they’re having to focus for extended periods of time at near distance. Eyes doing this tend to become over-worked and tired. You may even experience digital eye strain symptoms such as tired eyes, headache, slightly blurred vision and neck pain. Dynamic Sync allows your eye muscles to relax.

Just as digital devices have advanced, lenses have too.”



Ordering

When ordering, please provide the Distance Prescription and the chosen level of required functional support:

Sync 5 (+0.53D) or Sync 8 (+0.88D)

Dynamic Sync fitting requirements

Minimum Fitting Height: 17mm

Minimum Frame Depth: 25-30mm

Monocular Pupil distance

Eyepoint Height – Note, the fitting position should be in the centre of the pupil with the body in a natural position, and respecting the difference between the right and left eye.

Power range

Product	Index	Power Range (Clear & Sensity)	
Sync 5/8	1.50	Sph +6.00 Cyl -4.00/Sph -4.00 Cyl -4.00	Combined power -8.00
	1.60	Sph +6.00 Cyl -4.00/Sph -6.00 Cyl -4.00	Combined power -10.00
	1.67	Sph +6.00 Cyl -4.00/Sph -9.00 Cyl -4.00	Combined power -13.00

Material & coating availability

Product	Index	Hard Coat	Diamond Finish	Diamond Finish BlueControl	Diamond Finish UV Control	Sensity
Sync 5/8	1.50	✓	✓	✓	✓	✓
	1.60		✓	✓	✓	✓
	1.67		✓	✓	✓	✓