



PRESS RELEASE



HOYA wins Lens Product of the Year with Hoyalux iD MyStyle V+

UITHOORN – 24 April 2014. **On April 12th HOYA Lens UK won the ‘Optician Lens Product of the Year’ with Hoyalux iD MyStyle V+ at a star studded award ceremony at the Hilton Hotel, Park Lane in London.**

HOYA's premium individualised progressive lens was launched in September 2013, during Silmo in Paris and is the world's first progressive lens that balances the difference in prescription for the left and the right eye, which has been proven to lead to a visual imbalance, with its unique Binocular Harmonization Technology. This patented technology enables HOYA to create a progressive lens that truly improves binocular vision, ensuring perfect and effortless focusing, constant stability and excellent depth of vision for the wearer.

On top of that, each Hoyalux iD MyStyle V+ design is evaluated with the Binocular Eye Model, HOYA's patented binocular performance measurement programme, that guarantees the design is verified under real life circumstances before production.

Finally, thanks to visuReal portable and the new Hoya iDentifier, Hoyalux iD MyStyle V+ offers the highest degree of individualisation imaginable, providing split second clarity, and putting everything in instant focus for the wearer.

“Winning the Optician Award for Lens Product of the Year with our premium individualised progressive lens Hoyalux iD MyStyle V+ has been a fantastic achievement and is testament to HOYA's InnoVision research and design platform.” Martin Batho, Managing Director, HOYA Lens UK.

HOYA BlueControl was also a finalist for Optician Lens Product of the Year. HOYA BlueControl is a coating that neutralises the blue light emitted by digital screens, preventing eye fatigue and eye strain. Additional benefits are the reduction of glare and enhanced contrast, keeping the eyes in better condition whilst offering more comfortable and relaxed vision and a more natural colour perception.

About HOYA

HOYA is a Japanese multinational med-tech company and leading supplier of innovative and indispensable high-tech and healthcare products based on its advanced optics technologies. HOYA is active in two main business segments: The Life Care segment deals in health care related products such as eyeglass lenses and operates retail shops for contact lenses, as well as medical related products such as intraocular lenses for cataract surgery and medical endoscopes. The Information Technology segment handles electronics products for semiconductors and LCD panels, glass disks for HDDs and optical lenses for digital cameras and smartphones. HOYA Group comprises of over 100 subsidiaries and affiliates and over 35,000 people worldwide.

For more information

HOYA Vision Care Europe, Ms. Marijn de Winter, E-mail: press@hoya.eu
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From left to right: Jon Culshaw (Comedian and TV impressionist), Martin Batho (HOYA Lens UK), Michelle Batho (HOYA Lens UK), Sir Anthony Garrett (Board of Trustees General Secretary, ABDO College), Chris Bennett (Optician Magazine)



OPTICIAN
AWARDS

Winner 2014
LENS PRODUCT
OF THE YEAR