

The people-based design



HOYALUXiD LIFESTYLE V+

INNOVISION



InnoVision

HOYA Vision Care Company always strives to develop new calculation techniques and optimisation methods that leads to the development of smarter lens designs.

To enhance the consumers buying experience, HOYA Vision Care Company continuously works to develop smart service concepts and sales support tools. In addition, HOYA Vision Care Company also values the education of eye care professionals, and supports this by developing interesting lectures and practical training sessions in its Faculty in Budapest.

The ambitions are not possible without a philosophy to rely on. This is why HOYA Vision Care Company has introduced **InnoVision** to compliment HOYA's vision on innovation, and HOYA's innovations related to vision. InnoVision is the core from which HOYA creates its technologies, designs and premium services, both now and in the future.

Four pillars

The InnoVision philosophy consists of four pillars, each in close relation to the other:

- **Visual perception**
Understanding the sensitivity of our brains to blur
- **Visual experience**
Correcting the visual shortcomings of the eye by prescription optimisation
- **Design verification**
Verifying the visual experience with optical designs to achieve maximum visual perception
- **Human behaviour**
Mapping consumer needs and demands to better match the final product to its wearer

InnoVision is the core from which HOYA creates its technologies, designs and premium services, both now and in the future.

As important as it will continue to be for future designs and technologies, InnoVision has already been of great importance for the development of Hoyalux iD LifeStyle V+ .

Visual
Perception



What does it mean?

HOYA Vision Care Company runs several scientific programs to understand the wearer's individual sensitivity level to, and acceptance of blur.

For Hoyalux iD Lifestyle V+

The new aspherisation process and progressive distribution in Hoyalux iD LifeStyle V+ have been balanced to lead to a minimum amount of blur for the wearer.

Visual
experience



Generate the most accurate correction of visual shortcomings by prescription optimisation and taking into account actual wearing conditions.

The base parameters in Hoyalux iD LifeStyle V+ were changed to match modern wearing trends and frame fashion. Checking power was integrated for a more accurate correction.

Design
verification



Constant verification of the optical design output according to the Binocular Eye Model Evaluation, to achieve maximum visual performance and to minimise blur as much as possible.

Binocular Eye Model Evaluation was used to simulate how people would see with Hoyalux iD LifeStyle V+ in terms of:

- Overall clarity
- Distortion of images
- Vision while moving
- Speed of change of images
- Off-axis vision

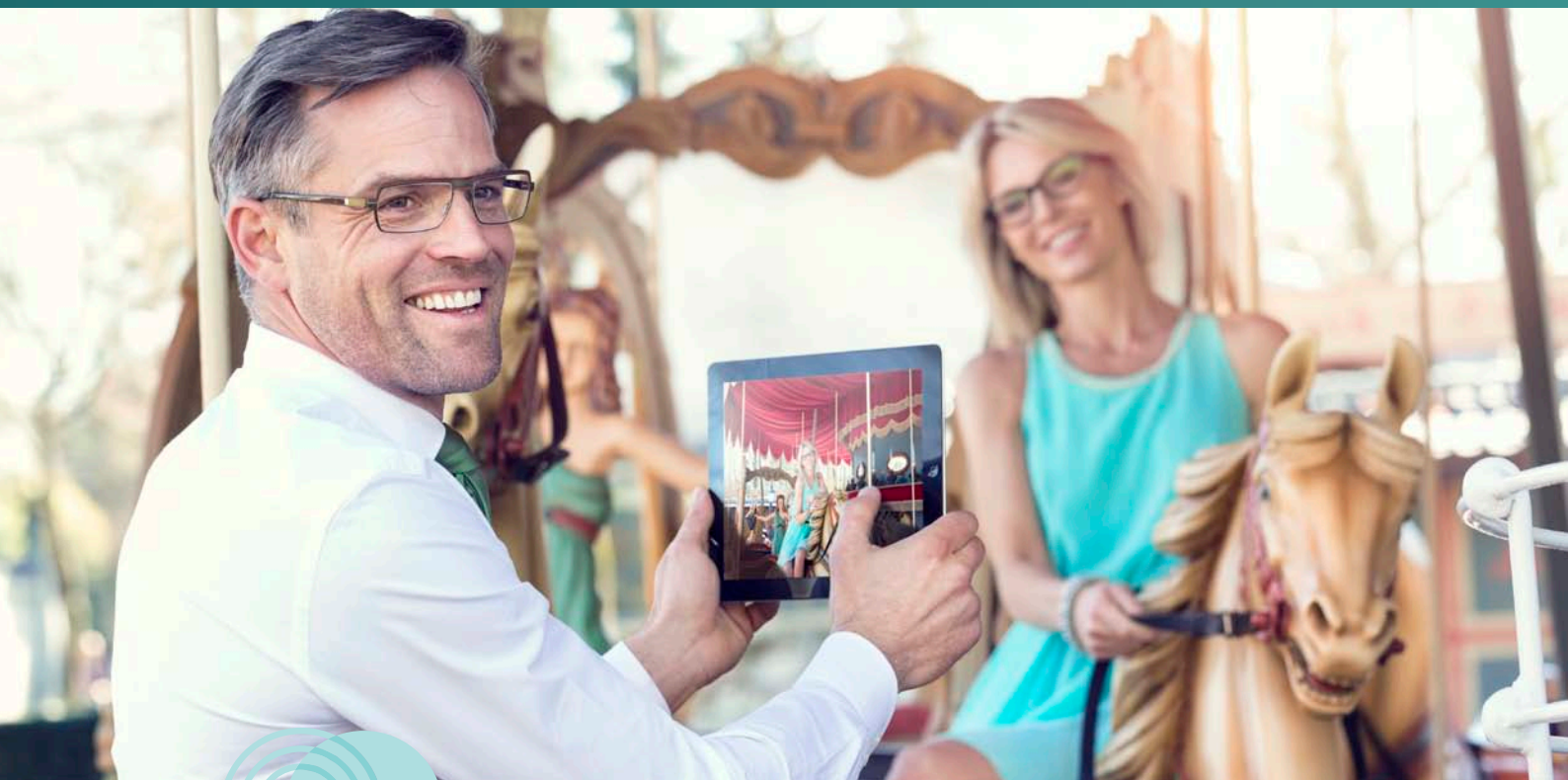
Human
behaviour



Mapping the needs and demands of spectacle wearers to better match the lenses to their wearer.

The two-base design directions have been created based on the results of clinical trials and field wearing tests, as well as consumer behaviour studies.

Inspired by people. Optimised by technology.



HOYALUX iD LIFESTYLE V+

People-based innovation

Hoyalux iD LifeStyle V+ is HOYA's new 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. Together with a new FreeForm aspherisation process and design calculation technology, Hoyalux iD LifeStyle V+ clearly is the result of people-based innovation.



Built on proven design 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.

Features

Front surface curvature follows the natural eye ball rotation

Uniform addition of +3.00D on the front surface, which is counterbalanced on the back to achieve the total addition power

iD FreeForm Design Technology

Balanced View Control

No special fitting parameters needed

Benefits for your patients

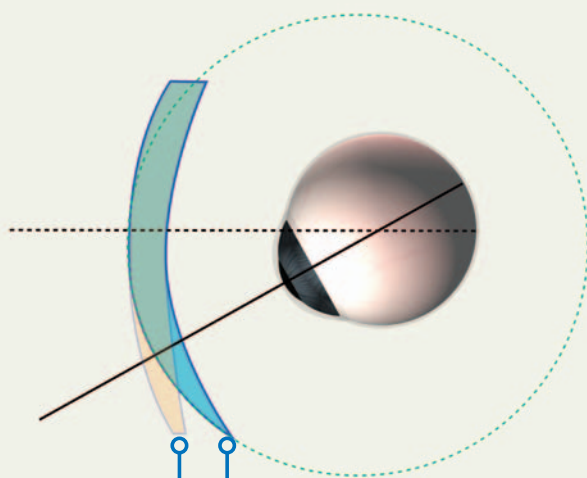
Easy re-adaptation even with changes of addition in prescription

Extremely natural progression leads to smooth interaction between far and near

Clear, natural vision in all directions and at all distances

Extremely stable image perception: 100% stability when moving (even when walking stairs)

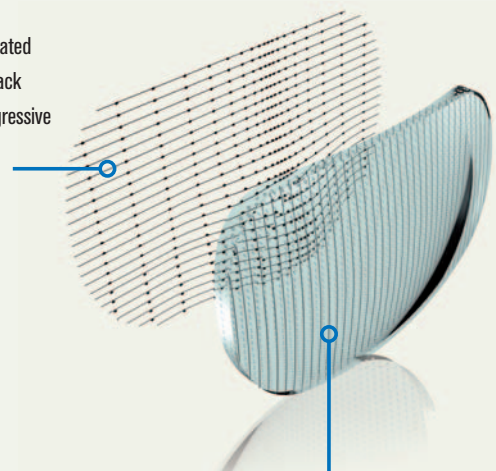
A customised lens without time consuming additional measurements



Standard design

Hoyalux iD LifeStyle V+: The front surface curvature follows the natural eyeball rotation

Freeform calculated and surfaced back (horizontal progressive components)



Fixed front surface preset curvature (vertical progressive components)

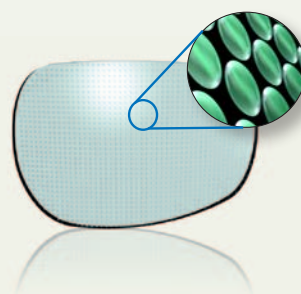
Optimised with new design technology



HOYA has integrated the latest calculation technologies and insights to create the Hoyalux iD LifeStyle V+ design.

New FreeForm aspherisation process

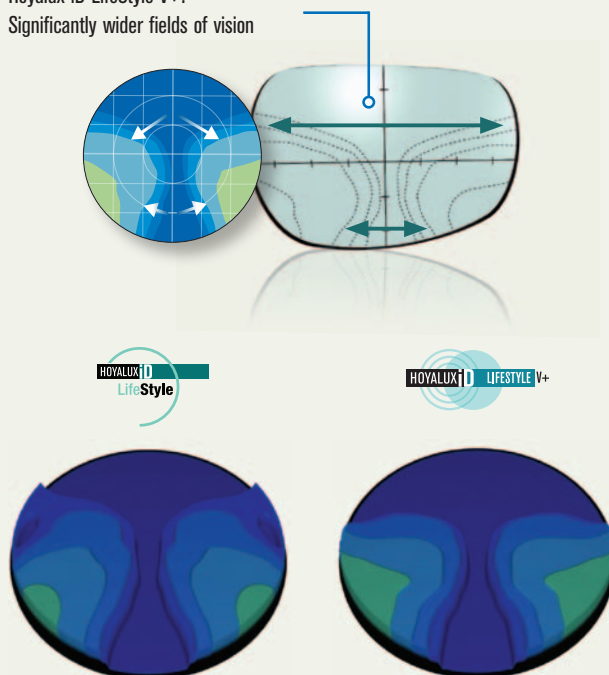
A better correction of lens aberrations over the whole lens surface has led to better contrast and image definition.



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.

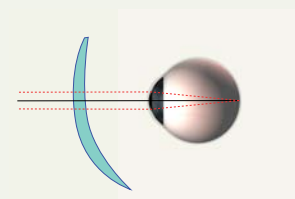
Hoyalux iD LifeStyle V+:
Significantly wider fields of vision



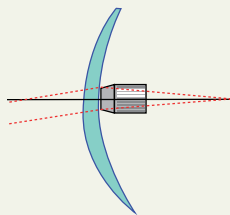
*Design geometry are simulated based on
a Plus lens +3.00 / C -1.50 x 180° with 2.50 ADD

Features

Benefits for your patients



Side view actual position of wear



Side view measurement position in focimeter

New FreeForm aspherisation process

Maximum visual acuity and a crisper image perception

New progressive power distribution and build up

A noticeably more relaxed vision

Modern parameters

Stable vision at all times, especially when using modern everyday equipment such as tablets and smart phones

Integration of checking power

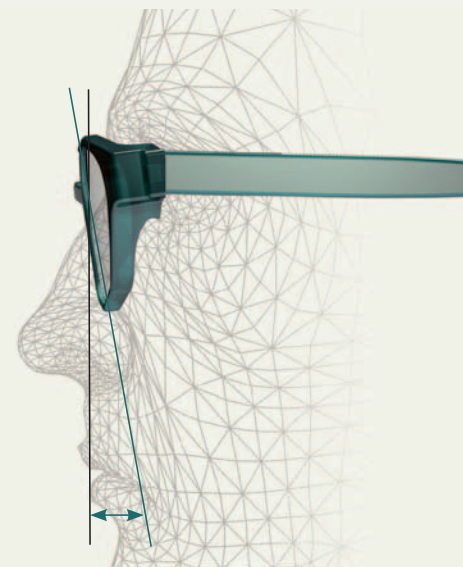
A more accurate correction and thus, better vision

Integration of checking power

Hoyalux iD LifeStyle V+ has been calculated on average actual wearing conditions. As a result it is easier for you to verify the power you ordered.

Modern base parameters

Based on extensive analysis of data collected from MyStyle iDentifier, the base parameters in Hoyalux iD LifeStyle V+ have been adjusted to better match modern frame fashion and wearing behaviour. In daily practice, this means a better match to the contemporary multi-tasking individual.



Hoyalux iD LifeStyle V+ takes into account modern average wearing conditions

Two design variations



HOYA is proud to introduce the latest easy-to-prescribe FreeForm lens in **two design variations**, which is inspired by people and optimised by the iD FreeForm Design Technology. An important conclusion drawn from wearer analysis and order data is that one design for all is not effective. The new two design variations are developed to fulfil the individual visual requirements of your customers to an even greater extent!



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 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.

• Soft progressive design • High adaptation rate • Wide near vision area • Smooth transitions between the different visual fields • Preferred for reading, computer work and static activities	Design & Features	• Hard progressive design • High initial adaptation • Widest distance vision area • Clean, unobstructed fields of vision • Preferred for driving, cycling and dynamic activities
• Experienced presbyopes • Experienced progressive lens wearers • Read a lot, spend a lot of time behind the computer	For whom?	• Young, active presbyopes • First-time progressive lens wearers • Drive a lot, move around, and are active during the day



The FreeForm Company

www.hoyalens.com.au