

HOYA Nulux ep

See the single difference  
**Nulux ep** can make



HOYA Free-Form™ Design Technology  
meets **Single Vision**



HOYA Free-Form™ Design Technology

**HOYA**

For more information contact: Luzerne Optical Laboratories Ltd at  
1-800-233-9637 or on the web at [www.LuzerneOptical.com](http://www.LuzerneOptical.com).

## Perfect vision from **edge to edge**



**Nulux ep is HOYA's Bi-Aspheric Single Vision Lens design made possible through HOYA Free-Form Design Technology. Nulux ep delivers:**

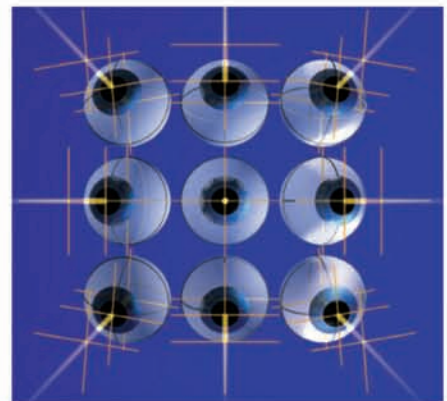
- ▶ Clear vision from edge to edge
- ▶ Calculated visual acuity at every point on the lens
- ▶ Visual optimization for all powers
- ▶ The ideal combination of cosmetics and performance

# HOYA Free-Form Design Technology meets Single Vision.



## HOYA's design approach

Lens design should begin with the human eye as the starting place for all lens evaluation and development. Previously, traditional aspheric designs are based on theoretical optical design, with little consideration for all of the elements related to actual vision.



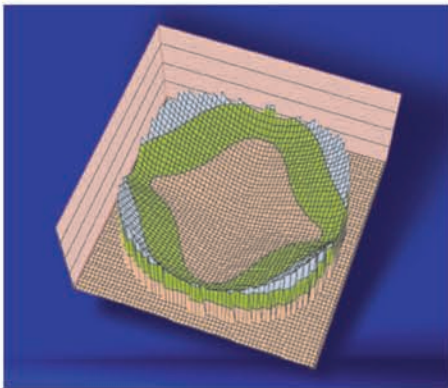
HOYA's Nulux ep design approach takes into account physiological functions like eyeball rotation in the overall design calculation.

# Bi-Aspheric Single Vision Design Technology

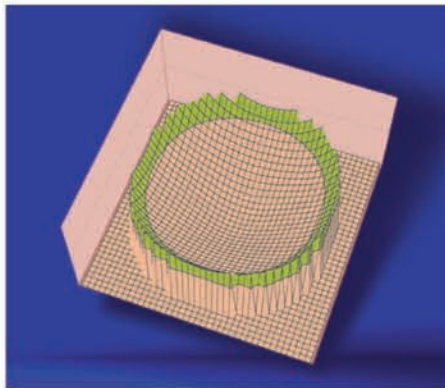
## Clear vision from edge to edge

Now there's **Nulux ep** — breakthrough, single-vision technology that takes into account how wearers actually see.

The result? Clear vision in all directions, especially along oblique axes.



Traditional Aspheric Design



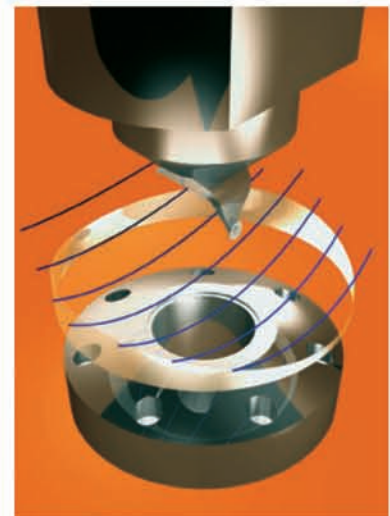
Nulux ep Bi-Aspheric Design

## Visual Optimization for All Powers

Nulux ep offers benefits for every prescription through HOYA Free-Form Design Technology.

With traditional mass-produced lenses, the design is optimized for one “target” power per base curve. Prescriptions outside of this “target” show a reduced benefit from the aspheric design.

With Nulux ep, each prescription is custom-surfaced using HOYA Free-Form Design Technology. This allows each lens design to be perfectly matched to each individual prescription, providing clear, natural vision no matter where you look.

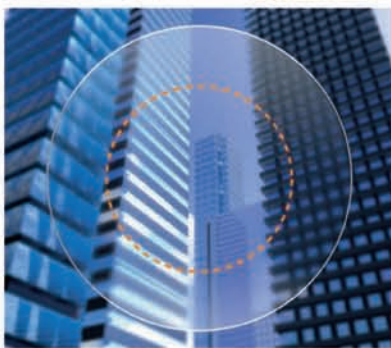


Nulux EP requires HOYA free-form Design Technology in order to achieve the highest level of lens surface customization.

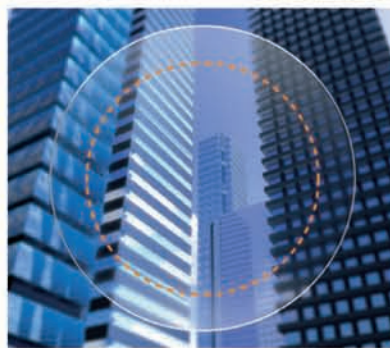
## Calculated Visual Acuity

Calculated Visual Acuity optimization examines every point on the lens and corrects the design to provide:

- ▶ Higher visual performance in all directions of sight
- ▶ Wider, clearer visual field anywhere you look



Spherical Design



Traditional Aspheric Design



Nulux ep Bi Aspheric Design

## The Ideal Combination of Cosmetics and Optical Performance

The best of both worlds. Nulux ep offers exceptional optical performance thanks to the use of **Calculated Visual Acuity** while at the same time offering cosmetically appealing lenses through HOYA's superior Ultra Hi-Index lens materials.

Nulux ep is available in the following lens materials:

EYNOA 1.67

EYRY 1.70

Each Nulux ep automatically includes:

HOYA SUPER HiVision

SUPER HiVision was the 2007 recipient of the Optical Laboratories Association's Award of Excellence in the "Lens Treatments" category.



## Features and Benefits

Product Feature	Patient Benefit	Eye Care Professional Benefit
Calculated Visual Acuity	Superior visual performance in all directions of sight	Perfect vision, especially for your most demanding patients
Visual Optimization for all Powers	Crystal-clear vision, no matter the prescription	Provide your patients with the lens design that is customized to the exact prescription that you prescribe
HOYA Free-Form Design Technology	The highest level of lens customization	The highest level of prescription accuracy
Ideal Combination of Cosmetics and Optical Performance	Exceptional optical performance combined with thin and lightweight lenses	Completely satisfied patients and referrals

## Lens Materials and Coatings Availability

Lens Materials and Coatings	Prescription Range
<b>EYNOA</b> 1.67	-15.00 to +10.00 sphere, up to -4.00 cylinder*
<b>EYRY</b> 1.70	-15.00 to +10.00 sphere, up to -4.00 cylinder*
<b>HOYA</b> SUPER HiVision	<i>All Nulux ep lenses automatically include HOYA SUPER HiVision Anti-Reflection.</i>

\*Prism Range: 5.00 D per eye

## Fitting Guidelines:

- 1) Adjust frame for appropriate vertex distance and pantoscopic angle
- 2) Take a monocular distance P.D. measurement using a pupillometer
- 3) Measure the Optical Centre (OC) height from pupil centre to the deepest part of the frame (as if measuring a progressive addition lens)