



HOYA



WE JUST MADE ALL
OTHER PROGRESSIVE
LENSES OBSOLETE.

For more information contact: Luzerne Optical Laboratories Ltd at
1-800-233-9637 or on the web at www.LuzerneOptical.com.

HOYALUX **iD**

SCIENCE YOU CAN SEE™

Introducing HOYALUX iD – the one and only progressive lens with Integrated Double-Surface Design

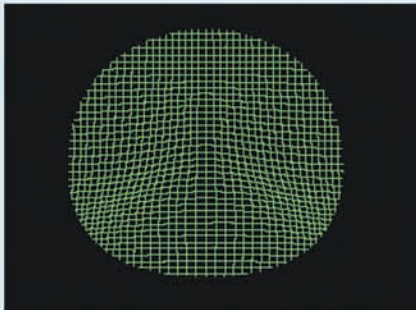
HOYA's patented new HOYALUX iD corrects visual distortions - before the eyes have to!



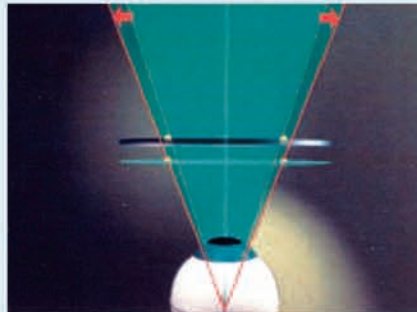
Once again, HOYA leads the industry with HOYALUX iD – a progressive lens so revolutionary it does what no other progressive lens has ever done before. It virtually eliminates the “swimming” and “swaying” sensations so common with ordinary progressive lenses. For the first time ever, wearers experience wide, disturbance-free vision at all distances.

HERE'S HOW IT WORKS:

Horizontal power changes are positioned on the back surface.



Horizontal progressive component
(Image magnification in horizontal direction)

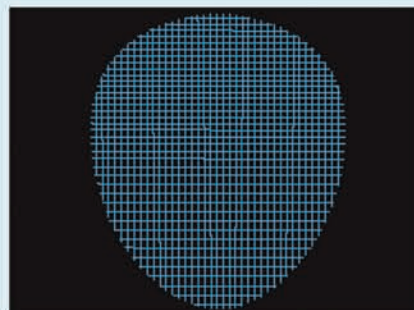


Horizontal progressive component
(Positioned on the back surface, close to the eye)

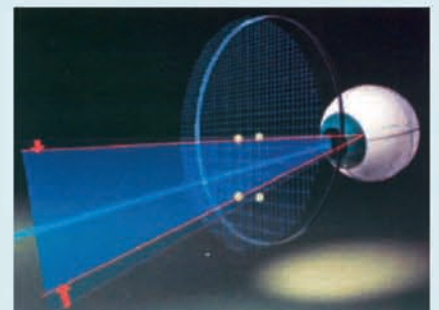
- Wider visual field at all distances, regardless of prescription
- No swimming effect - especially while moving
- Less image deformation to peripheral vision

Vertical power changes are positioned on the front surface.

- Short and effective eye rotation
- Fastest compensation for accommodation shortage
- Rapid interaction between far & near

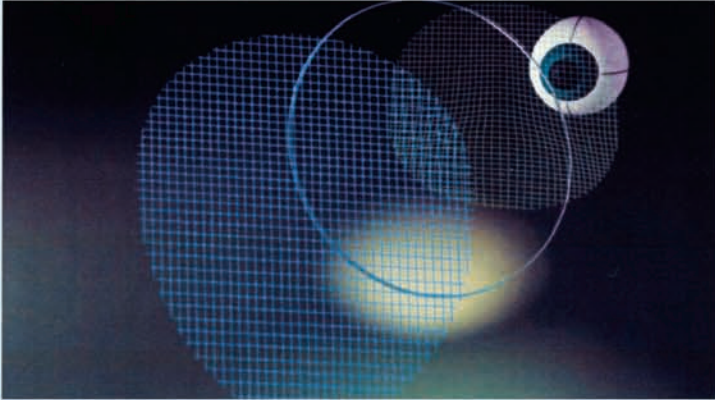


Vertical progressive component
(Image magnification in vertical direction)



Vertical progressive component
(Positioned on the front surface, far from the eye)

Front and back surfaces are then balanced and integrated.



- More stable image perception in all distances and directions
- Even distribution of progressive performance
- Reduced number of head movements

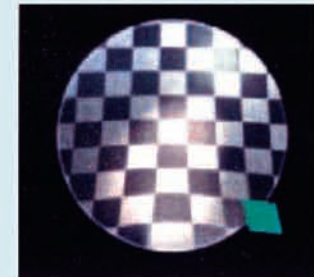
Lenses are customized through advanced 3D evaluation techniques.

In addition to creating a revolutionary new lens design, HOYA has introduced remarkable new design evaluation technologies. Skew Deformation Index Mapping quantifies, via computer simulation, the precise extent of visual distortion suffered by wearers of progressive lenses. Another new computer simulation technology called 'Balanced View Control', actually calculates the degree of visual distortion through the progressive lens at various angles.

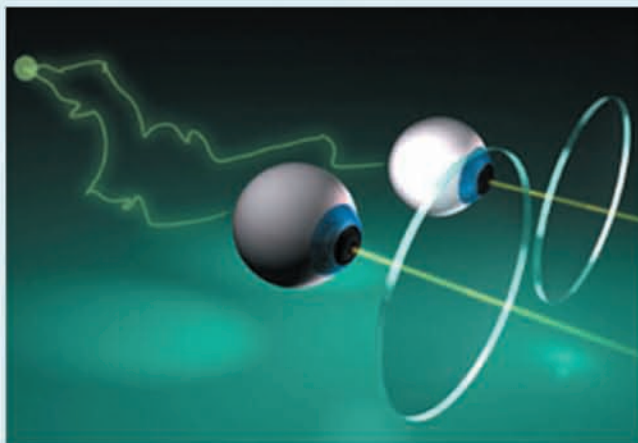
Through these remarkable 3D evaluation technologies HOYA is able to quantify the experience of progressive wearers during various activities, such as walking down steps and looking in oblique directions. This information allows us to provide wearers with an instantly recognizable feeling of natural vision.



Existing generation design



HOYALUX iD



The way we see, interpret and experience images are being simulated and integrated in the virtual calculation program. This data is the basic input for stable natural vision with HOYALUX iD.

HOYALUX iD - It all adds up.

HOYA solves distortion issues in two important ways: First, through its revolutionary new double-surface lens design that fully integrates the advantages of front and back surfaces. Secondly, through its state-of-the-art evaluation technologies that model and change the way light comes into the lens in order to help patients have more normal vision. This technique customizes the lens based on a patient's prescription.

FEATURES AND BENEFITS

PRODUCT FEATURE	PATIENT BENEFIT	EYECARE PRACTITIONER BENEFIT
EVEN DISTRIBUTION OF VERTICAL & HORIZONTAL COMPONENTS	<p>Wider visual field</p> <p>Visual sharpness without limitations</p> <p>Perfect interaction between far and near</p>	<p>The ability to provide your patients all the advantages of progressive lenses, without any of the disadvantages</p> <p>Satisfaction that you're offering the world's most advanced technology</p>
PROPRIETARY 3D EVALUATION TECHNOLOGY	<p>Distortion-free vision</p> <p>Enhanced feeling of security and natural vision</p> <p>No swimming effect - especially while moving</p>	<p>Happier more satisfied patients with fewer complaints and problems</p>
HOYA SUPER HiVISION AR COATING	<p>Clearer, sharper vision</p> <p>Unbeatable protection against wear and tear</p>	<p>The ability to provide enhanced features such as scratch resistance and clarity</p>

LENS AND COATING AVAILABILITY

MINIMUM FITTING HEIGHT	14 mm - accommodates any size frame
PRESCRIPTION RANGE	+8.00D to -13.00D, with up to a -4.00 cylinder The add power ranges from +0.75 to +3.50D
MATERIAL AVAILABILITY	HOYA PHOENIX EYNOA 1.67 EYRY 1.70
AR COATING	All HOYALUX iD lenses come with a Super HiVision antireflective coating

With HOYALUX iD, you can now offer your patients all the advantages of progressive lenses – without any of the disadvantages!

Why wait? For more information on this product, contact your HOYA sales representative or distributor today.

For more information contact: Luzerne Optical Laboratories Ltd at 1-800-233-9637 or on the web at www.LuzerneOptical.com.