



**HOYALUX iD MyStyle<sup>®</sup>**

[www.thehoyafreeformcompany.com](http://www.thehoyafreeformcompany.com)



**HOYA Free-Form<sup>™</sup>  
Progressive Lenses**



# 1 INTRODUCING HOYALUX iD MyStyle®

## Your Patients Will See Better

We proudly announce the latest innovation in our patented lens technology: HOYALUX iD MyStyle®, the pinnacle of personalized design among all HOYA Free-Form™ progressive lenses.

The HOYALUX iD MyStyle offers a radically unique way of correcting presbyopia. When factoring current lifestyle, frame dimensions, prescription data and lens history the result is an individualized consultation and, ultimately, a personalized product designed on both sides of the lens, for the optimum in patient visual performance.

The powerful optical results achieved from HOYALUX iD MyStyle progressive lenses offer incomparable patient benefits since both front and back sides of each lens are entirely customized and personalized to the wearer. In essence, the HOYALUX iD MyStyle is the new revolution in lenses.

*Reach a whole new level of patient benefits, via focused 3D binocular vision at all distances and directions.*



## The HOYALUX iD MyStyle Patient Experience



Introduce patients to a profound experience of a transformed world with the many ways HOYALUX iD MyStyle progressive lenses make clear vision unique to each eyeglass wearer:

### PATIENT BENEFITS

- Natural and focused 3D binocular vision at all distances and directions
- Stable image perception in all circumstances
- Wide and deformation-free field of vision
- Smooth and natural interaction

## Powerful Technology Leads to Patient Satisfaction



Your patients' level of satisfaction with both their personalized eyeglasses and their experience with our cutting-edge measurement technologies was the utmost objective when developing HOYALUX iD MyStyle progressive lenses. To commence a personalized design, formal data collection is acquired through the new MyStyle iDentifier™ interactive consultation, available from the convenience of a computer desktop in a few easy steps.

From monocular PD measurements to the frame's pantoscopic angle, accurate data is crucial as even the smallest aberration or image deformation can compromise perception and vision. The iDentifier applies free-form design principles at a 'pixels' level of resolution on the retina and pinpoints precisely defined measurements so vision irregularities can be stabilized. Hoya's iD Free-Form technology calculates and manufactures Hoya's first entirely personalized progressive lens HOYALUX iD MyStyle.

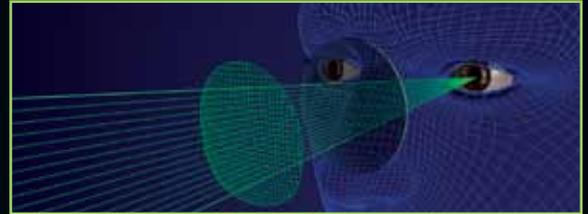
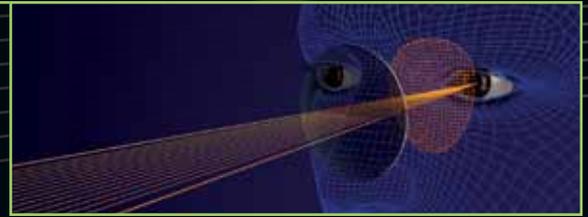


## iDs INTEGRATED DOUBLE SURFACE TECHNOLOGY™

iDs is HOYA's patented, award-winning customization technology, Integrated Double Surface Technology™, that separates the surface geometry of progressive lenses into two components: vertical and horizontal. Only until split on these component levels can lenses be individually designed so the most crucial elements of vision are realized.

### PATIENT BENEFITS

- Patented, award-winning design technology
- The vertical components which affects magnification changes from distance to near are placed on the front
- The horizontal components which affects magnification and power changes from side to side are placed on the back



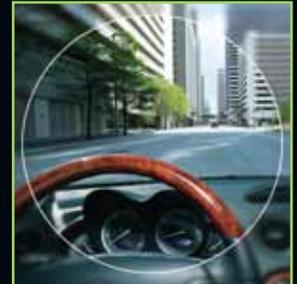
*Optimized Integrated Double Surface design structure with independently operating front and back surfaces.*

## bvc BALANCED VIEW CONTROL

Balanced View Control, or bvc, is HOYA 3D technology that perfectly calculates the front and back surfaces of a lens creating a profoundly clear vision experience for the wearer. bvc computer evaluation tools precisely track movement of objects across the retina to catalog patient-perceived "bending" along straight or flat surfaces.

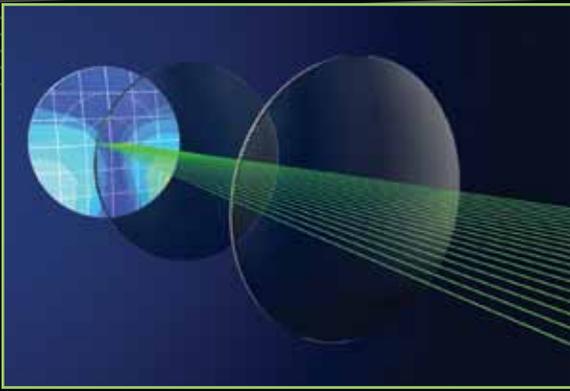
### PATIENT BENEFITS

- Perfectly integrates front and back lens surfaces to provide a natural perception of the world around you and more stable image perception in all distances and directions
- Provides even distribution of progressive performance
- Provides the wearer with a stable and secure sensation even in a moving environment
- Reduces head movement
- Eliminates the uncomfortable perception of skew distortion and swimming sensations common in other progressive lens designs



*Uncomfortable transitions with regular lenses.*

*Smooth transitions with HOYA lenses.*



*iDea involves the enhancement of Free-From design principles right down to the level of the smallest retinal 'pixels'.*



*Guarantees perfect spatial vision in the most literal sense, and total support during any activity.*

## **iDea** INTELLIGENT DESIGN BY EXTENSIVE ANALYSIS

HOYALUX iD MyStyle progressive lenses enhance the proven patented iDs technology with Intelligent Design by Extensive Analysis, or iDea. This never before attained design accuracy in HOYA Free-Form, results in truly personalized lenses for every individual.

In addition to applying the successful HOYA Free-Form and iDs design technologies, Hoya's iDea design principle adds a whole new dimension to the optical correction of presbyopia. iDea involves the enhancement of Free-From design principles right down to the level of the smallest retinal 'pixels', together with the customer's personal data entered into the MyStyle iDentifier during the interactive consultation. The iDentifier promptly factors lifestyle aspects and eyewear history of the patient along with frame dimensions, positioning relative to the wearer's face and prescription data.

In practice, this comprehensive approach to correction optimization guarantees perfect spatial vision in the most literal sense, and total support during any activity. Millions of different design variants ensure that HOYALUX iD MyStyle will provide significantly more personalization than any other progressive lens.



## TRUSTED MYSTYLE IDENTIFIER RESULTS IN INVALUABLE MEASUREMENTS

MyStyle iDentifier makes personalized design attainable in the comfort of your own office. This powerful interactive tool for consultation and selection creates a deeper working relationship between practitioner and patient with unparalleled results. The MyStyle iDentifier tool reinforces the profound advantages of selecting HOYA technology for lens needs, as input and experience from patients influences the design of the lenses. Combining initial measurement intakes and lifestyle variables provided by the client, HOYA's advanced technology means the variety of personalized designs are limitless.

### MYSTYLE IDENTIFIER PROCESS AND PROCEDURES



#### 1. DATA COLLECTION: Gather critical client information:

- Prior prescription design
- Previous lens design
- New prescription
- New frame choice
- New frame fit



2. **DATA ENTRY:** Begin MyStyle iDentifier with prescription data, measurements and any additional input. The iDentifier uses patient's lifestyle preferences and satisfaction of previous eyewear to determine the most personalized, patient-aligned lens choice.



3. **PROFILE:** Once processed, MyStyle iDentifier produces a Personal Vision Profile (PVP) specific to the individual. In it, the following is provided:

- Personal details including prescription
- Collection of data covering lifestyle characteristics and individual choice
- Characteristics of the recommended design
- Benefits list of design for individual

Patients will clearly identify themselves in their Personal Vision Profile ensuring they are on the brink of achieving the optimum in optical clarity and performance with HOYA.



4. **ORDER:** After the PVP is retrieved, patients can select fashion tints and anti-reflective treatments. Finally, submit their personalized design and HOYA will create the unique HOYALUX iD MyStyle eyewear based on the provided data combined with our proprietary, award-winning technology.

Once the use of the MyStyle iDentifier is complete and the order is placed, the patient can keep their PVP results for their records and future insights into their specific optical necessities.

# MYSTYLE IDENTIFIER INTERACTIVE PATIENT CONSULTATION: DATA COLLECTION AND ENTRY

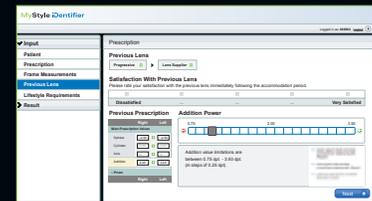
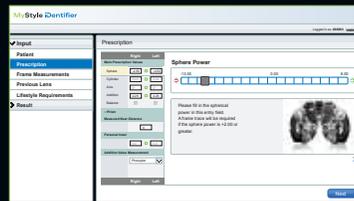
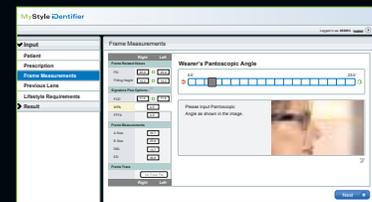
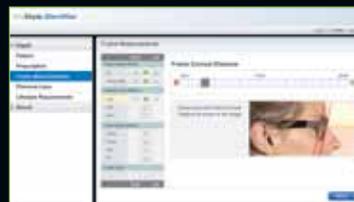
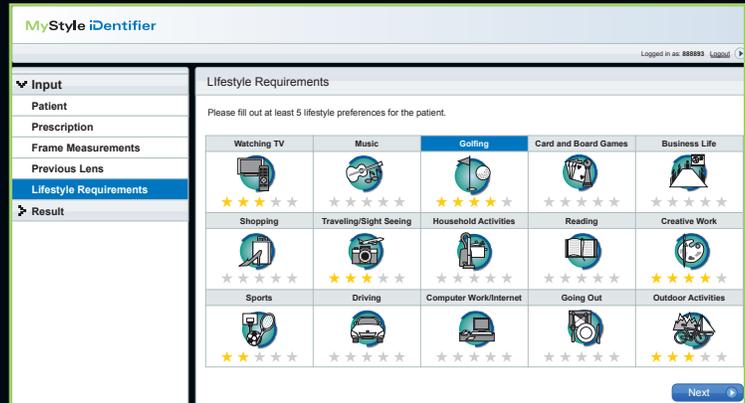
*Lifestyle Requirements:  
Patient interests, choices and  
activities that affect vision*

*Wearer's Pantoscopic Angle:  
Positioning the lens for accurate  
directional success*

*Previous Lens:  
Utilizing data from patient history  
leads to focused futures*

**HOYA MyStyle iIdentifier  
Helpline  
1-800-520-5122**

The MyStyle iIdentifier is an interactive tool that gathers various categories of data to precisely profile each individual patient to create a lens uniquely for them. Entering the information leads to the perfect iDea, or Intelligent Design by Extensive Analysis.



## FINAL CLARITY – HOYA ANTI-REFLECTIVE



HOYA Anti-Reflective technologies heighten an individual's visual experience and provides supreme comfort while wearing eyeglasses.

- Most scratch resistant anti-reflective treatments in the marketplace
- Easy to clean
- Repellent of water and grease
- Resistant to most dust and dirt
- Minimizes the need for lens maintenance

# The HOYA Free-Form Company™

## The Preferred Choice for Advanced Optics Technology

Since 1941, HOYA has pioneered optical technology innovations, driven by our mission and passion to provide the highest quality eyewear. With our HOYA Free-Form™ technology, we continue to raise the bar as we pursue better ways to manipulate light.

Eye care practices across North America choose HOYA:

- To provide better eye care solutions with a full line of innovative lenses to meet the varying needs of all their patients.
- To differentiate their practice by offering the industry's most advanced and personalized corrective vision solutions.

[www.thehoyafreeformcompany.com](http://www.thehoyafreeformcompany.com)

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The HOYA logo consists of the word "HOYA" in a bold, blue, sans-serif font. A registered trademark symbol (®) is located at the top right of the letter "A".