



EYE HEALTH IN A CHANGING WORLD

HOYA

Step
into the
light

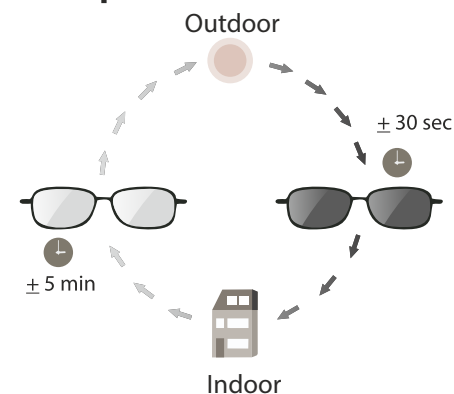
FEATURES + BENEFITS OF SENSITY

SENSITY

Stand out with outstanding comfort

Sensity lenses
darken outdoors and
quickly fade back to
exceptionally clear
indoors, ensuring
comfortable vision in
all light situations.

Response Time:



STABLIGHT TECHNOLOGY™

Consistent
performance, UV
protection in all
climates and light
conditions



NATURAL COLOURS

Natural colour
perception with good
contrast handling



PRECISION TECHNOLOGY

High durability and
scratch-resistance



It is inconvenient to switch from
spectacles to sunglasses when
moving **indoors and outdoors**



Getting a pair of light responsive
lenses will mean **convenience**
and **UV protection at all times**

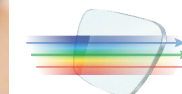


BLUE

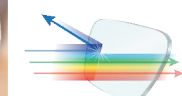
CONTROL

An innovation that offers more relaxed vision and better contrast perception, thus, keeping the eyesight in better condition.

Without Blue Control

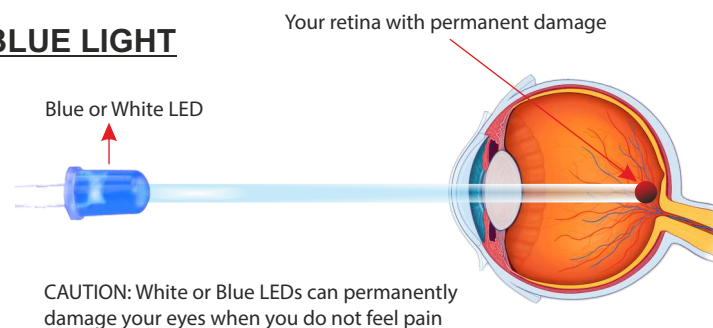


With Blue Control



HARMFUL EFFECT OF BLUE LIGHT

- Harmful to the Lens
- Harmful to the Retina
- Reduces vision
- Causes eye fatigue
- Causes Headache



BENEFITS

- Prevent harmful effects of blue light
- Prevent eye strain and fatigue
- Enhance contrast and reduce glare from the screen

HI-VISION

LOONGLIFE

ANNOYED BY SCRATCHES, DIRT, AND REFLECTIONS ON YOUR LENSES?

DON'T BE! PROTECT YOUR NEW LENSES
WITH A SUPERB LENS COATING FROM HOYA.

HI-VISION LOONGLIFE



**7/10 PEOPLE SWEAR
WHEN THEIR LENSES
GET SCRATCHED**



**6/10 PEOPLE ARE
ANNOYED BY CONSTANT
LENS CLEANING**



**7/10 PEOPLE ARE IRRITATED BY
REFLECTIONS ON THEIR LENSES**

**NO CASE? GREASY FINGERS?
IRRITATING LIGHTS?**

Choose the coating that excels in preventing the
most important annoyances and have one less
thing in life to worry about.

LAYERS OF EXCELLENCE

Hoya Hi-Vision LongLife coating is a
premium, multi-layer lens coating that
keeps your lenses safe and your
life carefree.

Based on a special composition of various
layers, it ensures excellent performance
for years to come and frees you from
unnecessary lens-related worries and
annoyances.



- + Extremely durable for enduring time
- + Scratch-resistant for longevity
- + Dust-repellent for easy cleaning
- + Oil-repellent for less smudges
- + Water-repellent for preventing stains
- + Anti-reflection for visual acuity

PREMIUM QUALITY

**SUPERB LENS
COATING**
INDEPENDENT RESEARCH

March 2019

¹ Independent research study amongst
ECPs & consumers from seven countries.

² Test performed by an independent
3rd party laboratory. Data on file
Hoya Vision Care 2019.

³ Results based on a limited testing
context of index 1.60 compared to
various key competitor products.

⁴ Results based on a limited testing
context of average result of index
1.60 and 1.67 compared to various
key competitor products.

For smooth switching of vision over distance, the Dynamic range is powered with Hoya's advanced technologies.



EASYSCAN

Reduces unpleasant swimming effect



EYE TRACKING

Gives fine clarity and ease in viewing the side objects



NATURAL IMAGE ENHANCER

Enjoy natural posture for all near works



QUICFOCUS

Ensures quick and right focus to give a wider field of vision



NEARMAX

Widens near and far visual field

DYNAMIC

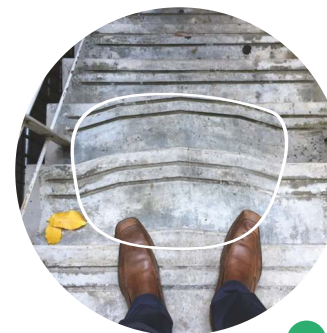


**Picture for representation purpose only.

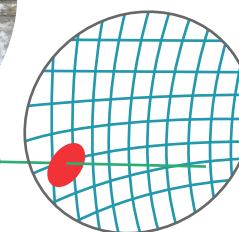


LIFESTYLE

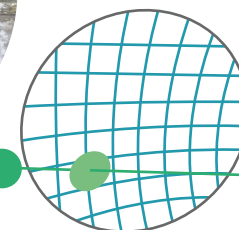
BALANSIS



**Sway Deformation Index on
Standard Progressive Lenses**



**Sway Deformation Index
on Lifestyle Balansis**

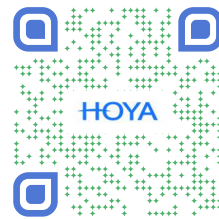


Featured Technology

- View expansion – Maximises clear visual field on the sides of lenses
- Auto-adjust – Clear visual field at all distances
- Stable view – Reduces Sway effect

HOYA

For more details please scan QR code
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THANKING YOU