



Luxury eyeglass lens producer SeikoVision announced, through a partnership with HOYA Vision Care, the launch of two new products: Sensity, a new brand of light-reactive lenses and HOYA DF, distortion-free optics.

“The only way for independent practices to overcome commoditization and price erosion is for HOYA to provide them with new technology that is not available anywhere else,” said Barney Dougher, President of HOYA Vision Care, North America. “Sensity is not a ‘me too’ product. It has distinctive technological advances in its processing and performance that will provide points of differentiation for independents that will make their patients happy.”

The first product, Sensity lenses, feature Stabligh[™] Technology, which ensure consistent performance in varying climates and temperatures. The lenses’ deep, natural colors provide excellent contrast and glare reduction as well. Attendees for Vision Expo East 2017 will have the opportunity to receive a FREE pair of Sensity lenses via stopping by the HOYA/SEIKO booth (LP4401) to demo the product.

The second product, HOYA DF, is a complete eyewear that introduces true distortion-free and obstruction-free vision to the world. Distortion-free optics combines the patented Avantek mounting and frame system with premium, lightweight lenses.

Eye care professionals interested in learning more about either product are encouraged to fill out the contact form at www.seikovision.com/contact-seiko.