

Our Eyes Weren't Made for Screens. Hoya Sync III Lenses Are. HOYA Vision Care Launches Sync III, Next Generation of Digital Single Vision Lens Technology

Ally of the Independent eye care professional, HOYA Vision Care announced at Vision Expo West the U.S. launch of Sync III, the next generation of enhanced single vision lenses.

The most common way patients treat Digital Eye Strain today is by rubbing their eyes. This is neither a remedy nor a treatment – SYNC III Lenses are the solution to alleviate Digital Eye Strain symptoms. SYNC III lenses have the distance power for everyday use and a 'boost zone' at the bottom of the lens which reduces eye strain during prolonged near activities such as looking at digital screens. This allows your patients' eye muscles to relax and focus more easily, helping to relieve eye strain and provide visual comfort.

"There are three key things to know about Sync III," said Barney Dougher, President of HOYA Vision Care, North America, "First, this is a lens design based on an international study of human behavior. Everything we learned about how people live with their devices is embedded in this design. Second, the power distribution and lens design have been enhanced based on what we learned about this new generation of digital users' behavior. Closer working distances and position of wear have been taken into consideration for all three boost zones. And third, Sync III is specifically designed for the single vision wearer who spends more than two hours a day on digital devices. Independent ECPs now have a unique option for their teen and millennial patients in the overcommoditized single vision lens space."

"The most important thing to me as an active practitioner is that HOYA is using their resources to support my practice," said Dr. Thomas Gosling, owner of a private practice in Colorado and member of HOYA's advisory panel, he continued, "The research they conducted, implemented learnings, and the Sync III design allows for an enhanced patient experience that differentiates my business."

Key Findings from the International Focus Group Study

- 85% of participants were on digital devices 8 to 10 hours per day with some as many as 15 hours!
- Participants switched between screens an average of 333 times per hour with 85% of those switches between near devices.
- Currently we advise people to adhere to the 20/20/20 rule. However, we learned taking a "break" does not mean taking a break from screens. For two-thirds of participants, breaks from screens did not last longer than one minute.
- Participants recognized they had symptoms associated with digital eye strain BUT...they did not connect those symptoms with their behavior of digital device use, and most just accepted them

as “a fact of life.”

“I have long been an advocate of the previous Sync lens designs for my patients who suffer from accommodative lock up due to digital eye strain,” said Dr. Gosling, “What is most exciting for me, is HOYA has included instructions on how use a simple demonstration to allow patients to relax their eyes through the use of simple tools. Patients get to test drive the lenses and really “feel” the benefits of Sync III before they buy them. It’s easy and provides a “WOW” effect for the patient.”

For more information, staff training and collateral please contact your local HOYA Territory Sales Manager or visit our blog that has new articles on Digital Eye Strain at <http://blog.hoyavision.com/eye-care-professionals>.