



## **Hoya Introduces Innovative PAL Technology that Addresses Patient Focal and Adaptation Issues When Having a Different Prescription in Each Eye**

Ophthalmic lens technology leader, HOYA Vision Care, announces the U.S. launch of iD LifeStyle 3. The new lens design will offer three variations iD LifeStyle Indoor, iD LifeStyle Urban and iD LifeStyle Outdoor – each one easily fitted based on patient preferences.

“Lens designs evolve as we learn about how patients live with their lenses. In the data collected since the launch of iD LifeStyle 2 five years ago, there was a 70/30 split between the two available designs. That told us one group was too big and there is room for further refinement,” said Nick LaManna, Global Lens Product Manager for HOYA Vision Care, North America. He continued, “iD LifeStyle 3’s foundation is our patented Integrated Dual Surface Design technology and we added the Binocular Eye Model and Binocular Harmonization Technology. The combination of the three will provide a significant improvement in patient comfort and adaptation.”

There are three key things to know about the iD LifeStyle 3 design – First, it is built on Hoya’s patented Integrated Dual Side Optics platform. Integrated Dual Side Optics is the first and only method that truly separates the vertical and horizontal components of the prescription to provide patients with maximum comfort, customization and widest field of vision in all viewing zones.

Second, is HOYA’s implementation of patented Binocular Harmonization Technology™ (BHT) and the Binocular Eye Model™. How BHT works is the right and left prescription are treated as individual components to define the required binocular lens design and then the necessary corridor length and progressive power distribution are calculated. Patented algorithms and free form processing technology are implemented to achieve the finished product. The patient benefit is most pronounced for those with anisometropia, a difference in prescription between the right and left eye, which affects 73% of presbyopes\*. The iD LifeStyle 3 lens design with BHT ensures that both eyes receive equal accommodative support, according to the needs of each eye to achieve optimal binocularity which will ensure easy adaptation.

And third is iD LifeStyle 3 has three easy to prescribe wearer profiles to choose from – Indoor, Urban and Outdoor. Indoor places emphasis on near vision focus, Urban wearers enjoy equal focus on all main vision areas, and Outdoor puts its primary focus on distance. A short conversation will quickly determine the design variation that is best suited for each patient. Options for varying the corridor are also available.

iD LifeStyle 3 is available to order. Your local Hoya Territory Sales Manager can provide you with more details.

\*Source: Hoya data: European Progressive lens 2007-2013

## **HOYA Vision Care Launches Next Generation of Back-Side Lens Technology**

### Array 2 Includes Binocular Harmonization Technology™

Ophthalmic lens technology leader, HOYA Vision Care, announced today the U.S. launch of Array 2. The original Array design employed HOYA Free-Form Backside Surfacing Technology on *any* single vision lens, in *any* material and could be optimized for individual prescription for greatest performance of the lens design. The second generation, Array 2, builds on its flexible backside platform and now incorporates Binocular Harmonization Technology™ (BHT).

“It is always our goal to offer independent practices the opportunity to differentiate themselves with science, innovation and technology in our increasingly competitive market. The original Array ensured practices had the widest selection of materials available. Now with Array 2, they can take that flexibility and truly differentiate themselves with Binocular Harmonization Technology,” said Nick LaManna, Global Lens Product Manager for HOYA Vision Care, North America. He continued, “We know that more than 7 in 10 people have a difference in prescription from their left to right eye which has an impact on adaptation and overall comfort – BHT solves these problems.”

There are three key things to know about the Array 2 design. First, Array 2 offers the broadest range of availability in lens materials, treatments and coatings making it suitable for everyday as well as second pair design. Array 2 is a versatile design that is great for younger presbyopes as well as those needing more than their previous lenses offered.

Second, is HOYA’s implementation of patented Binocular Harmonization Technology™ (BHT). How BHT works is the right and left prescription are treated as individual components to define the required binocular lens design and then the necessary corridor length and progressive power distribution are calculated. Patented algorithms and free form processing technology are implemented to achieve the finished product. The patient benefit is most pronounced for those with anisometropia, a difference in prescription between the right and left eye, which affects 73% of the population\*. The Array 2 lens design with BHT ensures that both eyes receive equal accommodative support, according to the needs of each eye to achieve optimal binocularity which will minimize non-adapts.

Third is Array 2 will be available in many of the most popular vision plans at a favorable

reimbursement rate for eye care providers.

Array 2 is available to order. Your local Hoya Territory Sales Manager can provide you with more details.

\*Source: Hoya data: European Progressive lens 2007-2013