

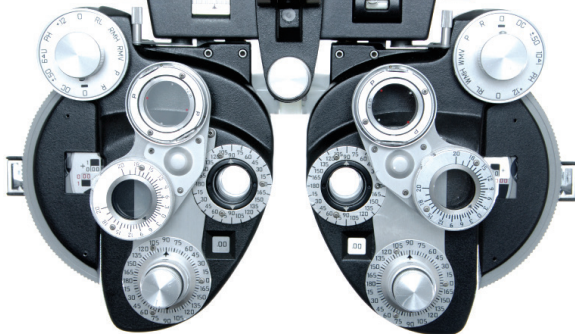
THERE'S MORE TO YOUR LENSES THAN JUST YOUR PRESCRIPTION.

If you've never thought about your brand of eyeglass lenses, you're not alone. But when you consider how important your vision is to your life, how much you rely on your sense of sight throughout your day, you understand what drives our efforts to improve every aspect of vision correction, which is what sets HOYA apart.

WHY DID HOYA REINVENT SINGLE VISION LENSES?

Traditionally made single vision lenses have a constant curvature across the front surface, which makes peripheral vision almost impossible.

Aspheric lenses were invented to reduce distortions in peripheral vision, with curvatures changing from center to edge. But until now, aspheric designs have been purely theoretical, with little consideration for how your eyes actually move.



HOYA LENSES ARE ONLY AVAILABLE AT HOYA-AUTHORIZED EYE CARE PRACTICES

To understand and appreciate the latest optical technologies and lens design techniques, you need eye care expertise you can only find at HOYA-authorized Eye Care Practices.

The latest innovations in vision
correction are available at:

HOYAVISION.COM

HOYA

HOYA

SINGLE VISION LENSES



YOUR EYEWEAR OPTIONS ARE NOT LIMITED TO YOUR FRAMES.

See why HOYA single vision lenses
are worth asking about.

HOYAVISION.COM

iD SINGLE VISION

THE FIRST LENS DESIGN BASED ENTIRELY ON YOUR EYES

iD SINGLE VISION LENSES ARE DESIGNED SPECIFICALLY FOR THE WAY YOUR EYES SEE.

Each of us sees the world in our own unique way. That's why HOYA's iD Single Vision is the first aspheric lens design based entirely on how your eyes view your surroundings.

iD SINGLE VISION LENS BENEFITS

- 1 Completely Personalized Lens**
Revolutionary design technology factors in the way your eyes see the world
- 2 Custom-shaped Design**
Lens design is shaped on front and back surface of each lens for more precise vision correction
- 3 Balanced View Control**
Patented computer evaluation pinpoints and corrects distorted areas on your lenses
- 4 Personalized Fittings**
Your preferences ensure perfect placement and maximum comfort
- 5 Clearest Peripheral Vision**
The smoothest adaptations possible between all viewing ranges and angles
- 6 Significantly More Comfortable**
Allows for natural eye and head movement throughout your day

SINGLE VISION iQ

THE EVOLUTION OF THE TRADITIONAL SINGLE VISION LENS

SINGLE VISION iQ LENSES LET YOU SEE THE WORLD IN HI-DEFINITION.

From near to far and everywhere in between, the Single Vision iQ lens is designed to provide crisper, clearer viewing ranges and more natural vision transitions than any other traditional single vision lens.

SINGLE VISION iQ LENS BENEFITS

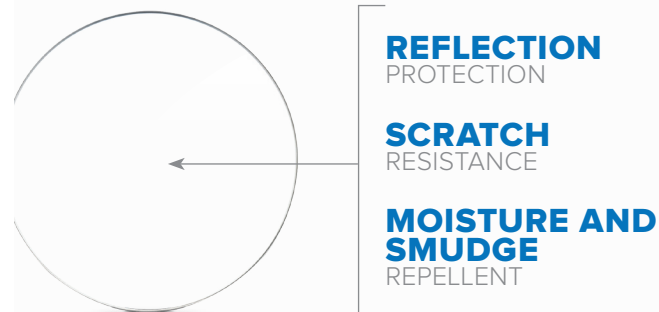
- 1 Vivid Viewing Ranges**
Noticeably sharper viewing zones as compared to other traditionally made single vision lenses
- 2 Clear Peripheral Vision**
Smooth adaptations between all viewing ranges and angles
- 3 More Comfortable**
Allows for more natural eye and head movement throughout your day

LENS FEATURES

WITH HOYA SINGLE VISION LENSES

SUPER HiVISION EX3™

A lens treatment that eliminates reflections, repels dirt and dust, and provides superior scratch resistance.



TRANSITIONS®

A lens treatment that automatically darkens in sunlight while protecting your eyes from damaging UV rays.



DISTORTION FREE OPTICS™

A revolutionary eyewear system constructed with ultra light, ultra thin lenses, mounted to hassle-free rimless frames.

Ultra light and thin lenses

No drill holes required

