

YOUR VISION IN  
COMPLETE BALANCE

HOYALUX iD™



## HOYALUX iD Technology brings balance to your visual experience.

Without HOYALUX iD Technology	Benefit	With HOYALUX iD Technology
	Perfect Interaction between near and far	
	Wide view at all distances	
	Eliminates feelings of Instability	

HOYA

# THE CLEAR DECISION IS SUPER HI VISION™

HOYA SUPER HI VISION™

Standard  
Anti-Reflective  
Lens

HOYA  
Super HI VISION™  
Anti-Reflection

## Advanced eyeglass lenses that enhance your life with clear vision.



Uncoated Lens



Super HI VISION™ Anti-Reflection

Look  
Better



Uncoated Lens



Super HI VISION™ Anti-Reflection

See  
Better



Standard Anti-Reflection Lens



Super HI VISION™ Anti-Reflection

Clean  
Easier

# HOYA

# OPTIMIZING SIGHT THROUGH A MORE INTELLIGENT LENS

HOYALUX **iQ** SUMMIT ECP™



HOYALUX **iQ** SUMMIT CD™



## HOYALUX iQ Summit ECP™ & CD™ progressive lenses

- Smooth, natural vision
- Wide visual field
- Enhanced visual performance

**HOYA**

# TAKING ANTI-REFLECTION COATING TO THE EXTREME!

HOYA SUPER HI VISION EX3™



**Introducing an anti-reflection coating that performs better than glass.**

## Extreme reflection protection



Without anti-reflection coating



With SUPER HI VISION EX3™ anti-reflection coating

## Extreme clean vision



Without anti-reflection coating



With other anti-reflection coating



With SUPER HI VISION EX3™ anti-reflection coating

**HOYA**

PHOENIX™ LENS  
MATERIAL IS TOUGHER,  
LIGHTER, CLEARER, BETTER!

PHOENIX™ 1.53



## The Lightest Lens For You

- **Lightweight**  
The lightest lens material. Unbeatable comfort.
- **Tough and Durable**  
Incredibly tough and scratch resistant.
- **Crystal Clarity**  
Unsurpassed clarity of vision.
- **A Safe Choice**  
Impact resistance for all ages.

**HOYA**