

In Balance with HOYALUX iD Technology

HOYALUX iD *Technology*



HOYALUX iD Technology

offers you natural and relaxed vision at all distances – near, far and in-between. HOYALUX iD Technology eliminates swimming and swaying sensations associated with typical progressive lenses. Feelings of instability commonly associated with old-fashioned progressive lenses are now a thing of the past.



Perfect Interaction between near and far



No uncomfortable transition between near and far vision

Your Vision in
Complete Balance

*HOYALUX iD
alternates
smoothly
between near
and far vision*



HOYA

Lenses with HOYALUX iD Technology deliver all the advantages of modern progressive lens technology without any of the disadvantages.

Wide View at all distances



No more limited field of vision

HOYALUX iD delivers wide, limitation-free vision at all distances



Eliminates feelings of Instability



No more "swimming" sensations while moving



HOYALUX iD promotes natural, distortion-free vision while moving

Ready for vision that is completely in balance?
Then ask your eye care professional about
HOYA's patented HOYALUX iD Technology.

In-Balance wearers enjoy:

- ▶ Natural, limitation-free vision
- ▶ Visual sharpness without limitations
- ▶ A perfect interaction between near and far
- ▶ Wide, undistorted fields of vision

HOYA

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HOYALUX iD Technology combines world-class performance across lens designs, materials and coatings.

Lens Design

HOYALUX iD The world's first Integrated Double Surface Progressive lens with complete customization of all lens surfaces. Provides distortion-free vision, the widest visual field.

HOYALUX iD LifeStyle A sophisticated progressive lens utilizing Integrated Double Surface Technology with a high level of customization of the lens surfaces.

Lens Material

A complete range of lens materials to accommodate all prescription ranges and lifestyle needs.

HILUX 1.50 Standard lens material for average prescriptions (HOYALUX iD LifeStyle)

HOYA Phoenix The lightest lens material available. Perfect for moderate prescriptions. (HOYALUX iD LifeStyle)

EYNOA 1.67 A perfect balance between thin and lightweight. (HOYALUX iD and HOYALUX iD LifeStyle)

EYRY 1.70 Among the thinnest lens choices available. (HOYALUX iD)

Anti-Reflective Performance

All HOYALUX iD Technology lenses automatically include HOYA anti-reflective performance for unsurpassed durability and vision.

HOYA Super HiVision The most scratch-resistant AR lens available on the market today.

HOYA HiVision Offers 99.5% light transmission and increased optical performance with standard scratch resistance.

Trust the advice of your Independent Eye Care Professional.

Your vision is precious and routine eye exams are the best way to maintain your vision health. Your independent eye care professional will provide you with the highest standard of vision care available. Ask if HOYALUX iD Technology is the right choice for you.

The Benefits of HOYALUX iD Technology:

- ▶ Perfect Interaction between near and far
- ▶ Wide View at all distances
- ▶ Eliminates feelings of instability

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