

HOYA BKS & DIGITAL LENSES

AVAILABILITY LIST

	FREE-FORM PROGRESSIVES	ID LIFESTYLE 2 CLARITY / CLARITY CD	ID LIFESTYLE 2 HARMONY / HARMONY CD	ID LIFESTYLE / LIFESTYLE CD	HOYALUX ARRAY	HOYALUX ARRAY WRAP	AMPLITUDE / AMPLITUDE MINI BKS	SYNC 5 BKS SYNC 8 BKS	SYNC 5 / 8 WRAP BKS
	MINIMUM FITTING HEIGHT	18mm/14mm	18mm/14mm	18mm/14mm	14mm/17mm 19mm/21mm	14mm/17mm 19mm/21mm	19mm/14mm		
M A T E R I A L S	PLASTIC 1.50	■	■	■	■	■	■	■	■
	PLASTIC 1.50 POLARIZED				■	■	■	■	■
	PLASTIC 1.50 TRANSITIONS	■	■	■	■	■	■	■	■
	PLASTIC 1.50 XTRACTIVE	■	■	■	■	■	■	■	■
	PLASTIC 1.50 VANTAGE				■	■	■	■	■
	PLASTIC 1.50 PHOTOCROMIC				■	■	■	■	■
	TRIVEX 1.53	■	■	■	■	■	■	■	■
	TRIVEX 1.53 POLARIZED				■	■	■	■	■
	TRIVEX 1.53 TRANSITIONS	■	■	■	■	■	■	■	■
	TRIVEX 1.53 XTRACTIVE	■	■	■	■	■	■	■	■
	TRIVEX 1.53 VANTAGE	■	■	■	■	■	■	■	■
	TRIVEX 1.53 PHOTOCROMIC				■	■	■	■	■
	POLYCARBONATE 1.59	■	■	■	■	■	■	■	■
	POLYCARBONATE 1.59 POLARIZED	■	■	■	■	■	■	■	■
	POLYCARBONATE 1.59 TRANSITIONS	■	■	■	■	■	■	■	■
	POLYCARBONATE 1.59 PHOTOCROMIC				■	■	■	■	■
	HI-INDEX 1.67	■	■	■	■	■	■	■	■
	HI-INDEX 1.67 POLARIZED						■	■	■
	HI-INDEX 1.67 TRANSITIONS	■	■	■	■	■	■	■	■
	HI-INDEX 1.67 TRANSITIONS XTRACTIVE				■	■	■	■	■
	HI-INDEX 1.67 PHOTOCROMIC				■	■	■	■	■
	HI-INDEX 1.70				■	■	■	■	■
	HI-INDEX 1.70 TRANSITIONS				■	■	■	■	■

**HOYA PREMIUM ARC W/VIEW PROTECTOR AVAILABLE*



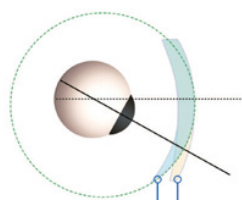
HOYA ®, the industry leader in progressive lens technology, is excited to announce a game-changing addition to our dynamic product lineup:

HOYA BKS Technology™ leverages HOYA's best-in-class Free-Form technology and quality allowing for a complete backside line of surfaced lenses offering wider availability at an affordable price for your patients. BKS Technology applies HOYA Free-Form backside surfacing technology to ANY semi-finished single vision lens, in ANY material, allowing your practice to offer the greatest selection of lens options and easy duplication across multiple pairs of clear or sun lenses.



Built on proven design technology

HOYALUX iD LifeStyle 2 still is 'the easy to prescribe free-form lens.' iD LifeStyle 2 contains all of the features you have come to expect from the HOYALUX iD LifeStyle design.



iD LifeStyle 2: The front surface curvature follows the natural eyeball rotation

Standard design

Free-Form calculated and surfaced back (horizontal progressive components)



Fixed front surface preset curvature (vertical progressive components)

Features	Benefits for your patients
Front surface curvature follows the natural eye ball rotation	Extremely natural progression leads to smooth interaction between far and near
Uniform addition on the front surface, counterbalanced on the back to achieve the total addition power	Easy re-adaptation if the addition of your patient changes
iD Free-Form Design Technology	Clear, natural vision in all directions and at all distances
Balanced View Control	Extremely stable image perception: 100% stability when moving (even when walking down stairs)
No special fitting parameters needed	A customized lens without time-consuming additional measurements

	iD LIFESTYLE 2 CLARITY™/CLARITY CD	iD LIFESTYLE 2 HARMONY™/HARMONY CD
MINIMUM FITTING HEIGHT	18mm/14mm	18mm/14mm
MATERIALS		
PLASTIC 1.50	-8.00 to +6.00 (+0.75 to +3.50)	-8.00 to +6.00 (+0.75 to +3.50)
PLASTIC 1.50 TRANSITIONS®	-8.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)	-8.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)
PLASTIC 1.50 XTRACTIVE®	-8.00 to +6.00 (+1.00 to +3.50)	-8.00 to +6.00 (+1.00 to +3.50)
PLASTIC 1.50 SUNTECH®	-8.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)	-8.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)
PHOENIX™1.53	-8.00 to +6.00 (+0.75 to +3.50)	-8.00 to +6.00 (+0.75 to +3.50)
PHOENIX™1.53 TRANSITIONS®	-8.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)	-8.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)
PHOENIX™1.53 XTRACTIVE® AND VANTAGE™	-8.00 to +6.00 (+0.75 to +3.50)	-8.00 to +6.00 (+0.75 to +3.50)
PHOENIX™1.53 SUNTECH®	-8.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)	-8.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)
POLYCARBONATE 1.59	-6.00 to +6.00 (+0.75 to +3.50)	-6.00 to +6.00 (+0.75 to +3.50)
POLYCARBONATE 1.59 POLARIZED	-6.00 to +6.00 (+1.00 to +3.00) (Gray)	-6.00 to +6.00 (+1.00 to +3.00) (Gray)
POLYCARBONATE 1.59 TRANSITIONS®	-6.00 to +6.00 (+1.00 to +3.00) (Gray)	-6.00 to +6.00 (+1.00 to +3.00) (Gray)
POLYCARBONATE 1.59 SUNTECH	-6.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)	-6.00 to +6.00 (+0.75 to +3.50) (Gray, Brown)
EYNOA® HI-INDEX 1.67	-13.00 to +8.00 (+0.75 to +3.50)	-13.00 to +8.00 (+0.75 to +3.50)
EYNOA® HI-INDEX 1.67 TRANSITIONS®	-13.00 to +8.00 (+0.75 to +3.50) (Gray, Brown)	-13.00 to +8.00 (+0.75 to +3.50) (Gray, Brown)
EYNOA® HI-INDEX 1.67 SUNTECH®	-13.00 to +8.00 (+0.75 to +3.50) (Gray, Brown)	-13.00 to +8.00 (+0.75 to +3.50) (Gray, Brown)

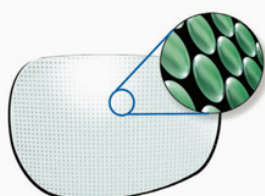
HOYA

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iD LifeStyle 2SM

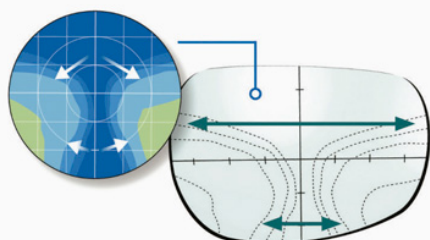
Optimized with new design technology

HOYA integrated the latest calculation technologies and insights in the HOYALUX iD LifeStyle 2 design.



New Free-Form Aspherization Process

A better correction of lens aberrations over the whole lens surface has led to better contrast and image definition.

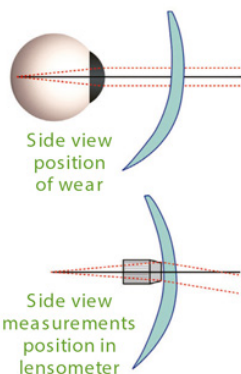


New progressive power distribution and build up

The progressive power distribution and the way the progression builds up have been adjusted in HOYALUX iD LifeStyle 2 to offer wider fields of vision and an optimized distance area.

*HOYALUX iD LifeStyle 2
Significantly wider fields of vision*

Features	Benefits for your patients
New Free-Form aspherization process	Maximum visual acuity and a crisper image perception
New progressive power distribution and build up	A noticeably more relaxed vision
Modern parameters	Stable vision at all times and especially when using modern everyday equipment such as tablets and smart phones
Integration of reference power	A more accurate correction and thus, better vision

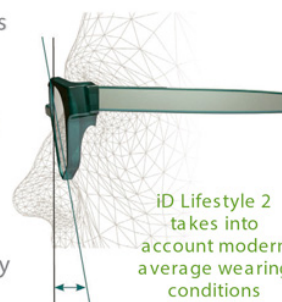


Integration of reference power

HOYALUX iD LifeStyle 2 has been calculated on average actual wearing conditions. As a result it is easier for you to verify the power you ordered.

Modern base parameters

Based on extensive data analysis of the MyStyle iDentifier, the base parameters in HOYALUX iD LifeStyle 2 has been adjusted to better match modern frame fashion and wearing behavior. In daily practice this means a better match to the contemporary multitasking individual.



Now introducing...

iD LifeStyle 2SM



The way we use our eyes has changed.
That's why we changed the way we make lenses.



HB Optical Laboratories

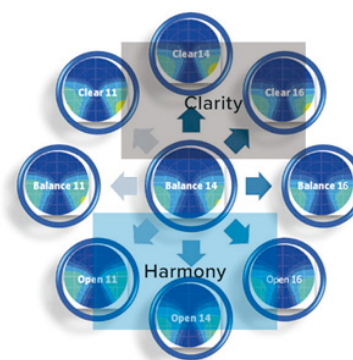
14209 SW 142nd Street, Miami, FL 33186
info@hboptical.com - Tel: +1 305 964 2020 - Fax: +1 305 964 2025
www.HBOptical.com



Two design variations - added customization

An important conclusion we drew from wearer analysis and order data is that one design for all does not work. HOYALUX iD MyStyle® therefore was a major source of inspiration for HOYA in the development of HOYALUX iD LifeStyle 2.

This led to two design variations that will help you meet the individual visual requirements of your patients to an even greater extent.



MyStyle Design Directions

iD LifeStyle 2SM Clarity

iD LifeStyle 2 Clarity is the dynamic progressive lens with its primary focus on maximizing distance vision.

Clarity is the ideal design for young, active presbyopes who require sharp vision and do not accept any limitations when moving around.

What is it?

A dynamic progressive lens that provides additional clarity for distance.

Characteristics

- High initial adaptation
- Widest far vision area
- Clean, unobstructed fields of vision
- Preferred for driving, cycling and dynamic activities

Clarity is ideal for:

- Dynamic people that expect a crystal-clear distance vision and unobstructed vision when moving around.
- Young, active presbyopes
- First-time progressive lens wearers
- People who drive a lot, move around and are active during the day

iD LifeStyle 2SM Harmony

iD LifeStyle 2 Harmony is the go-to progressive lens when you want to provide the most comfortable distribution of powers across the primary viewing areas.

Harmony is the perfect design for experienced presbyopes who expect nothing but the best possible vision everywhere they look.

What is it?

A progressive lens that harmoniously balances all viewing areas.

Characteristics






- High adaptation rate
- Wide near vision area
- Smooth transitions between the different visual fields
- Highly appreciated for reading, computer work and static activities

Harmony is ideal for:

- People with no specific preference for any of the main visual fields. Require the best possible vision all-around.
- Experienced presbyopes
- Experienced progressive lens wearers
- Avid readers, those spending many hours computing

Conventional progressive lenses are optimized for only one prescription per base curve. HOYA Free-Form surfacing technology applies both aspheric and atoric curves to the backside of the BKS lenses, optimizing ALL prescriptions within each base curve.

BKS OFFERS:

-  Optimization and customization for individual prescriptions for peak performance of lens design
-  Wider viewing area for both myopic and hyperopic patients
-  Sharper, clearer, distortion-free viewing
-  Superior vision at all distances
-  Larger cut outs make clear and sun options easy to order

BKS Availability

- HOYALUX Array 11, 13, 15, 17, VL
- HOYALUX Array Wrap 11, 13, 15, 17, VL
- Sync 5 BKS and Sync 8 BKS
- Sync 5 Wrap BKS and Sync 8 Wrap BKS
- Tact 40 BKS and Tact 60 BKS

BKS lenses provide an adaptive design that is optimized for hyperopes, myopes and astigmatics, for superior ergonomics of near, mid and distance sight which delivers natural, comfortable viewing and head movement.

HOYA Transmittance Control 3D Design Software:

- Models nearly every scenario of how human eyes truly see with each prescription
- Compensates for differences between wearing position and refracting position
- Modifies and enhances lens design for optimal intermediate and reading area placement
- Balances design symmetry for better binocular vision and reduces unwanted astigmatism

Demand for backside, free-form and digitally processed lenses is rapidly increasing. BKS is the new gold standard in this emerging market, offering your patients the best combination of technology, performance and value. HOYA is committed to bringing independent practices the latest technological advances to differentiate your brand and provide better vision solutions for your patients.



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