

## The ultimate coating

- Extreme durability
- Superior clarity
- Easy to clean

Super HiVision® Meiryō™ EX4™ delivers:



Scratch resistant



Anti-reflective



Repels dust



Repels water



No smudges



No glare



100% UV protection

**Deliver superior clarity that lasts to your patients.**

# Super HiVision® Meiryo™ EX4™ is superior clarity that lasts.

HOYA's Super HiVision Meiryo EX4 AR treatment provides everything your patients expect and goes above and beyond any other coating on the market.

## Extreme durability

- Up to **2.5x better scratch resistance** than major competitor's best coating<sup>1</sup>

## Easy to clean

- Stays **easy to clean 10x longer** than major competitor's best coating<sup>3</sup>

## Superior clarity

- **56% lower reflectance** than major competitor's best coating<sup>2,6</sup>

Your patients will enjoy superior clarity<sup>4</sup> that lasts longer and benefit from best-in-class surface durability<sup>5</sup>.



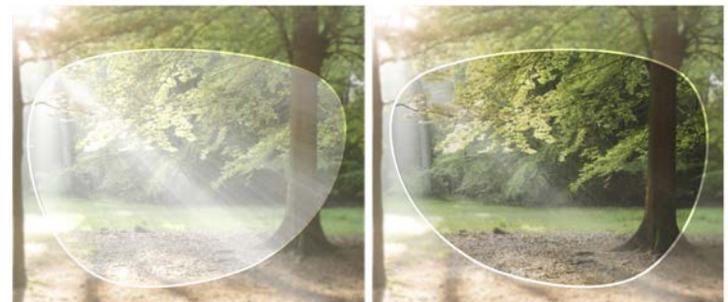
Uncoated

Super HiVision Meiryo EX4



Uncoated

Super HiVision Meiryo EX4



Uncoated

Super HiVision Meiryo EX4

## What do your patients want?

A 2019 consumer survey through VisionWatch detailed consumer's views on AR treatments.

### The top three benefits consumers expect

1. Ability to see more clearly
2. Scratch resistance improvement
3. Full UV protection

### The two main consumer complaints

1. Scratches too easily
2. Too hard to keep clean

HOYA focused on these patient expectations, and **we exceeded our goals.**

## Meiryō means clarity.

The name Meiryō was derived from the Japanese word for 'clarity.'

Both a reference to HOYA's Japanese origins and a testament to the superior technological qualities of the coating, the name Meiryō stands for long-lasting durability and superior clarity.

## History of AR superiority.

HOYA Vision Care has been a worldwide leader in patented anti-reflective coating technologies with several first-to-market innovations. Substrate-matching, scratch resistance greater than crown glass, blue light attenuation, and generous warranties to support our customers are a few examples of our leadership and ongoing journey to provide your patients with the ultimate coating.

# What does it take to make lenses that last?

HOYA's new AR treatment, Super HiVision Meiry EX4 utilizes advanced technologies that implement enhanced methods to take AR treatments to a new level. To ensure these technologies and methods will deliver for your patients, HOYA performed extensive testing.

We used five unique categories to evaluate specific performance advantages over leading competitors and previous generations of our AR treatments. Testing was performed to test visual clarity, durability of cleanability, scratch resistance, thermal resistance, and resistance to peeling.

## Testing proves real world patient benefits.

Super HiVision Meiry EX4	The Tests	Patient Benefit
<p><b>Extreme durability</b> Up to <b>2.5x better scratch resistance</b> than major competitor's best coating<sup>1</sup></p>	 <b>Sandpit Test</b> – Resistance to abrasion.  <b>Steel Wool Test</b> – Resistance to harsh scratches.  <b>Oven Test</b> – Heat resistance.	<p><b>Overcome the issue that is most frustrating to patients – scratches.</b></p>
<p><b>Easy to clean</b> Stays <b>easy to clean 10x longer</b> than major competitor's best coating<sup>3</sup></p>	 <b>Droplet Test</b> – Ease to clean and liquid resistance.  <b>Extreme Weather Test</b> – Resistance to weathering.	<p><b>Lenses can withstand daily cleaning for the life of the prescription.</b></p> <p><b>Easy to clean features that last much longer.</b></p>
<p><b>Superior clarity</b> <b>56% lower reflectance</b> than major competitor's best coating<sup>2</sup></p>	 <b>The defined function of an AR treatment is to reduce surface reflections and improve light transmissibility.</b>	<p><b>Clarity that holds up over time in all climates, conditions, as well as the wear and tear of daily life.</b></p>

# Compare if you dare!

## Super HiVision Meiryo EX4 is the ultimate coating!

### Competitive comparison summary of key features

Overall, Super HiVision Meiryo EX4 **demonstrates exceptional performance** in all the areas that matter.

Competitive Feature Comparison	MEIRYO EX4	Competitor 1	Competitor 2	Competitor 3	Competitor 4	Competitor 5
Visual clarity	*****+	***	****	***	***	*****
Durability of cleanability/ lasting durability	*****+	*	*	*	*	*
Durability	*****+	*****	***	*****	***	***
Scratch resistance	*****+	**	*****	*	*****	*****
Thermal resistance/ workability	*****+	*****	**	*****	****	****
Resistance to peeling	*****+	***	*	*****	*	**

Based on HOYA Global Internal Technical R&D assessments (January 27, 2023)



# HOYA anti-reflective treatments benefits comparison.

 Blue light protection			 Front and back UV protection
 UV protection		 UV protection	
 High scratch resistance	 High scratch resistance	 High scratch resistance	 Extreme scratch resistance
 Easy to clean	 Easy to clean	 Easy to clean	 Easy to clean that lasts
 Improved clarity	 High clarity	 High clarity	 Superior clarity
<b>RECHARGE</b>	<b>SUPER HiVISION EX3</b>	<b>SUPER HiVISION EX3+</b>	<b>SUPER HiVISION MEIRYŌ EX4</b>

## Additional Resources

Your local HOYA Territory Sales Manager can provide you with product availability, staff training, as well as access to sales aids and patient brochures.

More information on the tests conducted is in our white paper titled **“Exploring key features that work together to create the ultimate coating”** which is available on our website [www.hoyavision.us](http://www.hoyavision.us) and on request.

<sup>1</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. Compared to several competitor coatings including major competitor’s best coatings. Passed 2.5kg SWSC test when most competitive lenses tested did not pass 1kg in the SWSC.

<sup>2</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. The reflection has been calculated based on the reflection values measured in the Luminous reflectance Rv evaluation.

<sup>3</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. Hi-Vision Meiryo (HVLL 2.0) maintains Hydrophobic performance more than 10X that of major competitor.

<sup>4</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. Hi-Vision Meiryo (HVLL 2.0) performed over 2x better than several competitive coatings in the HB test. Hi-Vision Meiryo (HVLL 2.0) demonstrate best in class surface durability through both HB and SWSC tests.

<sup>5</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. Hi-Vision Meiryo (HVLL 2.0) maintains Hydrophobic performance up to 5X that of all competitive coatings tested.

<sup>6</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. Hi-Vision Meiryo lasts longer than all major competitors. 56% lower reflectance than major competitor’s best coating resulting in exceptional clarity. Hi-Vision Meiryo maintains Hydrophobic performance up to 5X that of closest competitors.