

Hoyalux iD MyStyle[®] 2

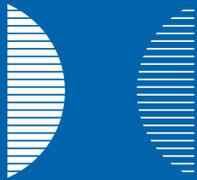
The most
technologically
advanced
progressive lens
in the world.

Personalized lenses
just for your patients.

HOYA
FOR THE VISIONARIES

Hoyalux iD MyStyle[®] 2

Experience



Visual



Harmony



Do you know just like our fingerprints, every eye is different and unique?



iD MyStyle 2 is the most personalized design available to today.

Ground breaking technology



Binocular Harmonization Technology

73%

of presbyopes have a different prescription for their left and right eye.*

*HOYA Data: Progressive lens orders 2007-2013

Binocular Harmonization Technology™

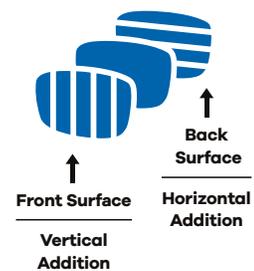
The brain uses each eye to view images and puts them together to form perfect vision with depth perception. Even the smallest prescription difference can cause a problem for the brain. Prescription difference can lead to a visual imbalance that can cause complaints, such as tired and burning eyes and headaches.

With Binocular Harmonization Technology (BHT), iD MyStyle 2 considers the right and left prescription as individual components to define the required binocular lens design and then calculates the necessary corridor length and progressive power distribution.

Contrary to common individual lens technologies, this patented technology in the iD MyStyle 2 lens design ensures that both eyes receive equal accommodative support, according to the needs of each eye to achieve optimal binocularity.

Integrated Dual Surface™ Design

Our patented Integrated Dual Surface (IDS) design shapes lenses exclusively for the way your patients view the world. It's the first technology to shape lens design on both the front and back surface, which results in more comfortable transitions between near and far distances, wider viewing zones, dramatically reducing blurring in peripheral vision.



iD MyStyle 2



Standard design

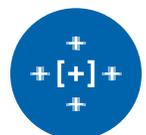
The benefits of iD MyStyle 2



Natural, stable vision



Wider viewing zones



Unrivaled optical clarity



**Design
verification**

Proven to work every time

Binocular Eye Model™

Our patented Binocular Eye Model is a digital behavior model that mimics human binocular vision. The model consists of 5 unique measurements to prove the effectiveness of Binocular Harmonization Technology.



**Personalized
optics**

Personalized for every patient

Patient Specific Design Variations

HOYA understands that everyone sees differently. It is essential to not only take into account the prescription and required correction, but also the individual characteristics of the wearer. iD MyStyle 2 takes into account all the variables that are specific for each wearer.



iD design



**Binocular
Harmonization
Technology**



**Position of
wear**



**Stable
view**

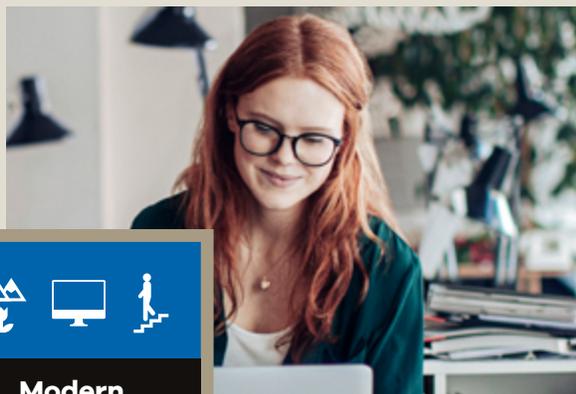


**4 convenience
options**

iD MyStyle 2 is the most personalized lens on the market. The HOYA iD MyStyle 2 iIdentifier™ allows you to create a myriad of design possibilities by allowing the patient to be a part of the lens design process – this is a first for progressive lenses.

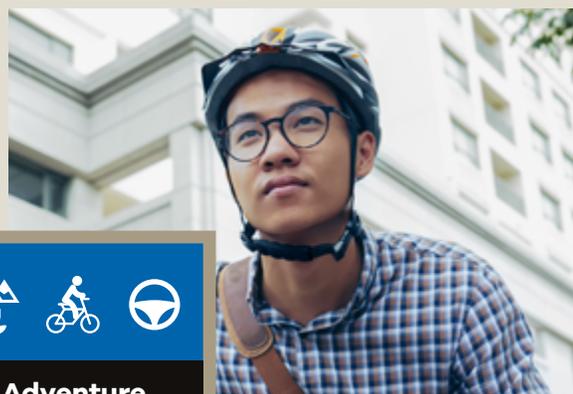
With all the information recorded, the new HOYA iIdentifier™ calculates the optimal design for far, intermediate and near distances and then combines these into the ideal distribution for the individual. Most designs can only offer limited “easy to select” options for personalization. Our unique system guarantees a fully personalized vision profile for even the most extreme visual demands.

4 convenience profiles to get you on your way to customizing the perfect lens



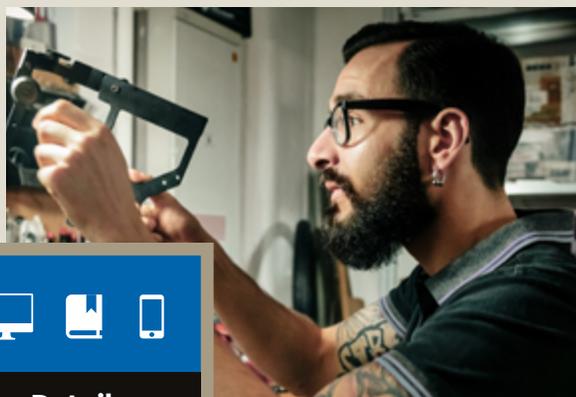
Modern

- Most popular option and works with a wide variety of tasks.
- Great for indoor and outdoor use with clarity at all distances.
- Designed for people who want one pair of glasses that works for all viewing areas.



Adventure

- Designed primarily for outdoor use.
- Strong emphasis on the distance viewing area and near perfect edge to edge clarity.
- Perfect option for patients who spend most of their day outdoors.
- Outdoor enthusiasts, mail carriers, truck drivers, pilots, will truly benefit.



Detail

- Emphasis on the near and intermediate zones.
- Designed for the person who spends most of their day indoors, focusing on near tasks.
- People spending hours of computer work or hobbies that require a lot of up-close work will benefit most.
- Great option for an office setting, such as an accountant or IT worker, while still using those same glasses for everyday use.



Stable

- Primarily used for indoor use with an increased distance zone with a small and quick intermediate zone.
- Designed for the mature presbyopes that read often, yet benefit from an increased distance area to move about safely.
- Recommended for experienced wearers, seniors, people who are less active and ST-28 converters.

For more information contact your HOYA Territory Sales Manager or visit www.hoyavision.us.

