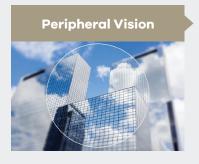


Traditional single vision lenses correct the central vision very effectively. Unfortunately, traditional single vision lenses do not meet patients' demanding needs for overall quality of vision. Your patients deserve lenses that utilize today's lens technology for today's visual demands.

#### Which patients will benefit most from MySV?



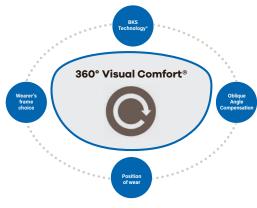
Patients who want to have 360° visual comfort everywhere they look.



Patients with higher prescriptions who struggle with peripheral distortions in old conventional lenses.



Patients who feel limited in their frame selection due to lens thickness.



# The MySV experience implements four powerful elements

For too long, single vision wearers have been underserved. The technology available to differentiate their experience is here. HOYA's MySV lenses with fully personalized 360° Visual Comfort® are achieved by:

- 1 BKS Technology®
- Oblique angle compensation
- 3 Each patient's position of wear
- Wearer's frame choice

#### MySV - 360° Visual Comfort° with BKS Technology°

MySV® lenses rely on HOYA's Backside Surface Technology. This extremely sophisticated optimization process refines points across the entire back surface and allows the use of a thinner, flatter lens profile. The result of the BKS Technology is a complex "aspherization" of the initial lens design giving wearers the clearest optics possible in a lens that is flatter, thinner, and more attractive looking than conventional lenses.

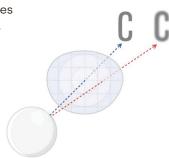


2

#### MySV – 360° Visual Comfort with oblique angle compensation

When looking through the lens at an oblique angle, the lens will create several types of aberrations, including incorrect cylinder correction and spherical power errors. At oblique positions, the standard lens starts to produce optical errors, resulting in the wearer experiencing a blurred image at the edges of the lens. The classic symptom is when straight objects appear curved.

These aberrations need to be corrected to achieve visual sharpness across the entire lens surface. This can be achieved by utilizing free-form surfacing and aspheric/atoric surface contouring based on the principles of Listing's law.

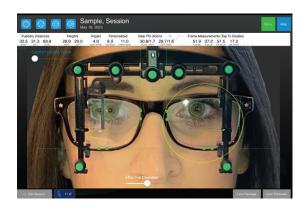


3

#### MySV - 360° Visual Comfort with patients' position of wear

The position of wear is the position of the fitted lens on the wearer's face, including the pantoscopic tilt, faceform wrap, and vertex distance of the lens as it is worn.

You can use tools such as HOYA's Spectangle Pro®, an app-based solution used with an iPad, to take position of wear (POW) measurements with a single photo. This greatly enhances the acuity benefits and ensures the most accurate fit when ordering MySV with your patients' unique wearing measurements.



4

## MySV - 360° Visual Comfort with wearer's frame choice

MySV offers complete flexibility to the patient, allowing them to select the frame they love without compromising visual acuity or aesthetics. The most suitable base curve will be selected to match the frame choice, improving aesthetics and comfort. See the benefit of Wearer's Frame Choice.



If this lens is put into the frame, the shape will flatten, and lens will be under heavy stress leading to non-tolerance.



MySV is ordered with an optimized base curve. The frame shape remains original and no internal stress is caused. Also, the temples point directly back.

#### What is Listing's Law?

Listing's Law, named for the German mathematician, Johann Benedict Listing, describes how eyes move in various directions of the gaze. Listing's Law describes the three-dimensional orientation of the eye and its axes of rotation. When we look into up-right/down-left or especially any oblique direction, our eyes will also rotate. This creates a challenge to the compatibility of the lens and eye.

#### What is the resulting patient experience?

- Looking straight ahead provides a clear view. When gazing to the side, such as at the side mirrors on the car, the image becomes blurred.
- With larger frame styles, the view gets increasingly worse at the edges of the lens.

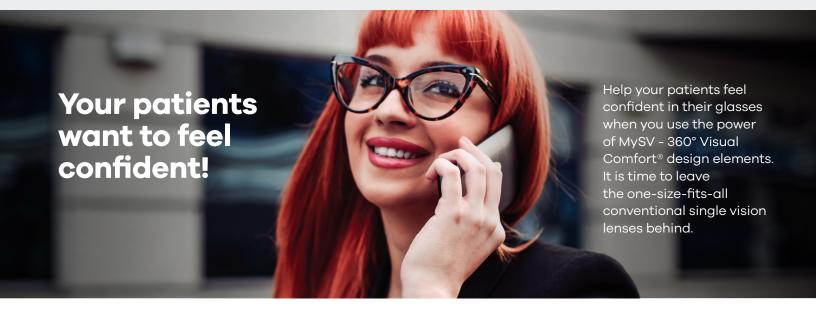
MySV $^{\circ}$  solves the necessary adjustments in power, ensuring the effective power of the lens remains accurate and sharp vision is maintained in every direction of the wearer's gaze.



Without MySV



With MySV



### MySV - 360° Visual Comfort fast facts

- Available in all materials including Phoenix® and Clear Blue Filter®
- · Available in the entire Sensity® Family
- Available with all HOYA anti-reflective treatments
- Available in most managed vision care plans

Additional training, white papers, and materials are available from your local HOYA Business Consultant.

For more information contact your HOYA Business Consultant or visit www.hoyavision.us.

