

A man with dark hair and glasses is sitting in a light gray armchair. He is wearing a dark gray sweater over a collared shirt. He is smiling and holding a Rubik's cube in his right hand. The background is a bright, indoor setting with a window and a textured cushion.

**Easy as 1,2,3**

**Now available in Gray, Brown,  
and Green Polarized options.**

**Hoyalux iD LifeStyle® 3**

Simply outstanding progressive lenses

**HOYA**  
FOR THE VISIONARIES





## Three Steps to Satisfied Patients

iD LifeStyle® 3 is an easy-to-prescribe, free form lens. Simply match one of the design variations to your patient's lifestyle. In three easy steps, you'll help them find the right solution:

- 1 **Analyze your patient's vision requirements**
- 2 **Ask about their lifestyle**
- 3 **Recommend a lens design that meets their needs**

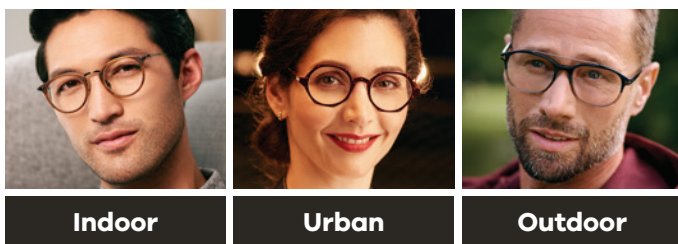
To make things even easier, we developed 5 patient scenarios that will help you select the best design. iD LifeStyle® 3 is all about simplicity – for both you and your patients.



**Explanation  
Easy as 1,2,3**

## For Every Lifestyle

iD LifeStyle® 3 was inspired by people and optimized by technology. Hoya listened to patients and eye care providers and discovered the truth: one lens design doesn't fit all. This insight led to the development of three design variations, each made for a different style. Each design is easy to explain, easy to understand and easy to adapt to.





**Life just got simpler with iD LifeStyle® 3. Hoya's new and improved progressive lens combines Binocular Harmonization Technology™ with the ease and comfort your patients want. Easy to explain, easy to prescribe, easy to adapt to.**

## Never Compromise

Today's presbyopes don't let their eyesight slow them down. They are travellers and athletes. They read books and eBooks. They are part of the digital revolution. These modern lifestyles can be a challenge for their eyes. But patients often don't know how much personalized lenses can improve the quality of their lives! For today's presbyopes, one design does not fit all.

iD LifeStyle® 3 was designed to better match your patient's lifestyle. iD LifeStyle® 3 comes in three design variations to match different vision requirements. In addition, iD LifeStyle® 3 includes Binocular Harmonization Technology™ for precise and effortless focusing. 7 in 10 people have a difference in prescription between their right eye and left eyes.<sup>2</sup> This technology synchronizes any difference between the right eye and left eyes.

### 1 Binocular Harmonization Technology™



Seamless adaptability and excellent depth perception.

### 2 Binocular Eye Model™



Patented binocular performance measurement program for natural, stable vision in a dynamic world.

### 3 iD Free Form Design Technology



Wider fields of view and minimal "swimming" effect due to advanced technology.

<sup>1</sup>Hoya Global Focus Groups, 2017

<sup>2</sup>Hoya data European progressive lens orders 2007-2013



# One Design Does Not Fit All



**Indoor**



**Urban**



**Outdoor**

## What Is It?

A progressive lens with focus on near vision

A progressive lens with equal focus on all main vision areas

A progressive lens with primary focus on distance

## Benefits

- High patient satisfaction due to quick and easy adaptation
- Smooth transition between the vision areas

- Wide near vision area
- Highly effective for reading, computer work and digital device usage

- Clear, unobstructed fields of vision
- Preferred by people who are active and often use modern digital devices

- Wide and clear far vision area
- Suitable for driving and outdoor activities

## Patient Profile

Ideal for presbyopes who spend a lot of their time indoors, work in offices, looking at mobile devices or reading.

Designed for presbyopes who are dynamic, always on the go but also enjoy reading and using their mobile devices.

A first choice for presbyopes who spend their time outside and drive their car a lot. Reading is not their first choice in their spare time.

All iD Lifestyle® 3 designs are available in gray, brown, and green polarized options.




## Technology Made Easy

Easy adaptation is a key factor for wearer satisfaction.<sup>3</sup> Thirty percent of lens wearers worry about not being able to adapt to their new progressive lenses. Hoya listened and responded, creating solutions that ensure easy adaptation.

With iD LifeStyle<sup>®</sup> 3, Hoya developed new and improved progressive lens design variations that significantly influence adaptation. Hoya also enriched the iD LifeStyle<sup>®</sup> 3 lens with premium patented technologies that ensure the best performance.



## Unique Patented Technologies Work Together for Easier Adaptation

<p><b>1</b> <b>Binocular Harmonization Technology™</b></p>	 <p><b>Takes into account the difference between the right and left eye to provide natural vision.</b></p>
<p><b>2</b> <b>Binocular Eye Model™</b></p>	 <p><b>Design verification under real life circumstances to enable a seamless co-operation between the eyes.</b></p>
<p><b>3</b> <b>iD Free Form Design Technology</b></p>	 <p><b>Allocation of progression elements to front and back surface reducing feelings of swim and sway.</b></p>

<sup>3</sup>Millward Brown "User experiences with multifocal lenses, quantitative research in seven European countries" n=1415, May 2013





## Simply Significant Benefits

- Clear, lifestyle-based selection criteria for quicker and simpler lens recommendation
- Premium lens technologies that ensure easy adaptation and higher customer satisfaction
- New design options to appeal to a wider target audience

Feature	Advantage	Benefit	
<b>Binocular Harmonization Technology™</b>	Taking into account the differences between right and left prescription to balance the design performance	Perfect and effortless focusing, constant stability and excellent depth of vision	
<b>Binocular Eye Model™</b>	Verification of cooperation between the eyes	Unprecedented binocular performance in a dynamic, digital world	
<b>Lifestyle Customization</b>	Tailored design variations to match your patient's lifestyle activities and visual needs	Best vision performance for your patient's lifestyle	
<b>Free Form Lens Calculation and Surfacing</b>	Pixel perfect optimization for each individual prescription	Optimal visual performance for your patient's exact prescription	
<b>View Xpansion Technology™</b>	Maximizing the visual fields to the periphery of the lenses	Large, clear fields of vision at all distances	
<b>Multiple Corridor Lengths</b>	A progressive distribution for each frame type	Optimal visual performance regardless of the frame of choice	
<b>Inset Optimization</b>	Precise inset calculation by including monocular PD measurements	Improved wider intermediate and near vision fields	
<b>iD Free Form Design Technology</b>	A stable image perception in dynamic situations	Swim and sway reduction, feeling more secure when moving around	

HOYA lenses are only available at HOYA authorized laboratories. The latest innovations in vision correction are available at:

**HOYA**