

New

Anti-reflective treatments

Your patients expect:

- Extreme durability
- Superior clarity
- Easy to clean

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 coating¹

Easy to clean

- Stays **easy to clean 10x longer** than major competitor's best coating³

Superior clarity

- **56% lower reflectance** than major competitor's best coating^{2,6}

Your patients will enjoy superior clarity⁴ that lasts longer and benefit from best-in-class surface durability⁵.



Uncoated

Super HiVision Meiryo EX4



Uncoated

Super HiVision Meiryo EX4



Uncoated

Super HiVision Meiryo EX4

¹ 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.

² 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.

³ 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.

⁴ 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.

⁵ 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.

⁶ 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.

Super HiVision® Meiryō™ EX4™ delivers:



Scratch resistant



Anti-reflective



Repels dust



Repels water



No smudges



No glare



100% UV protection

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. Improved scratch resistance
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.

Testing proves real world patient benefits

Super HiVision Meiryō EX4	The Tests	Patient Benefit
<p>Extreme durability Up to 2.5x better scratch resistance than major competitor's best coating¹</p>	<p> Sandpit Test – Resistance to abrasion.</p> <p> Steel Wool Test – Resistance to harsh scratches.</p> <p> Oven Test – Heat resistance.</p>	<p>Overcome the issue that is most frustrating to patients – scratches.</p>
<p>Easy to clean Stays easy to clean 10x longer than major competitor's best coating³</p>	<p> Droplet Test – Ease to clean and liquid resistance.</p> <p> Extreme Weather Test – Resistance to weathering.</p>	<p>Lenses can withstand daily cleaning for the life of the prescription.</p> <p>Easy to clean features that last much longer.</p>
<p>Superior clarity 56% lower reflectance than major competitor's best coating²</p>	<p> The defined function of an AR treatment is to reduce surface reflections and improve light transmissibility.</p>	<p>Clarity that holds up over time in all climates, conditions, as well as the wear and tear of daily life.</p>

Additional Resources

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 and on request.