



Facts

SYNC

III

Relaxing our eyes in a digital world

Introduction

Between smart phones, computers, tablets, TVs and other devices, many people spend an average of 8 to 10 hours a day looking at digital screens¹⁾ or any near task.

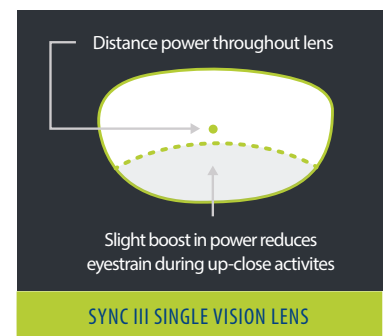
Prolonged screen time can cause digital eye strain, with symptoms such as irritated eyes, blurred vision and headaches, even after only two hours²⁾. Switching between devices can make matters even worse, as the eyes never have the chance to relax. According to recent study, the severity of eye strain symptoms reduced in 84% of the cases²⁾ after wearing Hoya accommodative support lenses. 94.7% of wearers said to be satisfied with Hoya accommodative support lenses³⁾.

Now Hoya is introducing its third and improved generation of accommodative support lenses, specifically designed to relax the eyes in a digital world.

Our offer

Hoya Sync III enhanced single vision lenses have the distance power for everyday use and a 'boost zone' at the bottom of the lens, optimised for the way patients use their eyes today.

The boost zone slightly increases lens power, which helps to relax the eye muscles and focus more easily, relieving eye strain and enhancing visual comfort during up-close activities in a digital world.



For whom

- For people 13-45 years old who spend 2+ hours a day looking at digital screens or any near task
- For people experiencing digital eye strain symptoms
- For conscious people who would like to prevent their eyes from digital eye strain

We offer three boost zone options for different user profiles:

Sync III - 5 (+0.57)	No to minimal signs of eye strain	2+ hours looking at digital screens or other near tasks Age indication 13-25 years
Sync III - 9 (+0.95)	Minimal to moderate signs of eye strain	2+ hours looking at digital screens or other near tasks Age indication 25-35 years
Sync III - 13 (+1.32)	Moderate to severe signs of eye strain	2+ hours looking at digital screens or other near tasks Age indication 35-45 years



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Consumer benefits

Sync III lenses:

- Help to prevent or relieve digital eye strain²⁾
- Enhance visual comfort throughout the day

Features

FEATURE	THREE BOOST ZONES	ULTRA BOOST	BINOCULAR EYE MODEL	INDIVIDUALISATION (optional)
ADVANTAGE	Optimised lens designs for digital device usage; helps to relax the eye muscles and focus more easily	Extra accommodation support for a viewing distance of 20cm and closer	Binocular performance evaluation of the lenses in real life circumstances	Design optimisation with calculated variable inset, based on mono CD and individual wearing parameters
BENEFIT	Helps to prevent or relieve eye strain, enhancing visual comfort during prolonged up-close activities	Enhanced visual comfort specifically for smart phone use	Enhanced vision in a dynamic, digital world	Maximised boost zone effect in any given frame

Availability

Material	Range	Treatment	Coatings	Max. diameter
Eyvia 1.74	+9.00 > -13.00 Dpt / Cyl. 6.00	Tint	Hi-Vision LongLife, Super Hi-Vision BlueControl, UV Control	90 mm
Eynoa 1.67	+7.50 > -13.00 Dpt / Cyl. 6.00	Sensity, Tint	Hi-Vision LongLife, Super Hi-Vision BlueControl, UV Control	90 mm
Eyas 1.60	+6.00 > -10.00 Dpt / Cyl. 6.00	Sensity, Tint	Hi-Vision LongLife, Super Hi-Vision Hi-Vision Aqua, BlueControl, UV Control	90 mm
PNX 1.53	+6.00 > -8.00 Dpt / Cyl. 6.00	Sensity, Tint	Hi-Vision LongLife, Super Hi-Vision Hi-Vision Aqua, BlueControl, UV Control	90 mm
Plastic 1.50	+6.00 > -8.00 Dpt / Cyl. 6.00	Sensity, Tint	Hi-Vision LongLife, Super Hi-Vision Hi-Vision Aqua, BlueControl, UV Control	90 mm

Benefits for you

- Proven satisfaction rate of 94.7% among wearers of Hoya accommodative support lenses³⁾
- A new single vision lens solution to offer to the wide target audience of digital device users
- A great opportunity to distinguish yourself in the over-commoditized single vision lens space
- A complimentary Sync iSelect app for a quick and easy lens recommendation

1) CaptainCook Research. Digital behaviour and digital eye strain. Hoya, April 2017, the Netherlands and USA

2) Ang C., Dinevski D., Vlasak N., Kok A. Taking the strain. Optician. 05/2017, vol. 253, no. 6600, p. 25-28.

3) Gosling T. Helping relieve new visual demands. Optician. 06/2017, vol. 253, no. 6605, p. 23-24