

## Easy focusing across all distances

- 5 pre-customised lens designs based on today's lifestyles for wearers to enjoy the benefits of customised lenses through a simplified consultation process
- Easy change of visual focus across distances thanks to advanced lens technologies
- More stable vision in the near and intermediate visual fields, while enjoying a wide far visual field
- Easy adaptation

## Where the best of both worlds meet

HOYA makes customisation possible in a few simple steps. Live your life to the fullest with the best visual experience.

Speak to your eye care professional to find out how Hoyalux iD MySelf Profile can match your daily activities and vision needs.



**HOYA**  
FOR THE VISIONARIES

For more information visit  
[www.hoyavision.com.au](http://www.hoyavision.com.au)

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## Choose to see your world more clearly

Highly customised progressive lenses with digital features for easy switching of visual focus

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## For an elevated viewing experience through customisation

Hoyalux iD MySelf Profile integrates advanced technologies and new digital features into customised lens designs so that wearers can enjoy an elevated visual experience in today's digital world.

Because you are unique, HOYA has also made it possible for you to have customised lenses in just a few simple steps. Designed based on the common visual requirements from today's lifestyles, HOYA offers 5 pre-customised design variants that allows wearers to enjoy the most comfortable visual experience while you go about your activities.

By combining advanced lens technologies, digital features and offering customisation through 5 design variants; with **Hoyalux iD MySelf Profile** you can enjoy an optimal viewing experience in today's digitalised world, regardless of your lifestyle.

## 5 pre-customised design variants for different wearer's profiles

| Types of visual requirements  |   | Near Vision   | Intermediate Vision   | Far Vision  |
|---|---|---|---|---|
|   |   | For activities at arm's length (E.g. reading, using mobile phone) | For activities beyond an arm's length to mid-range distance (E.g. computer, television) | For activities beyond mid-range distance (E.g. running, outdoors, walking, driving) |
|   | Suitable For  | Distance Coverage   |   |   |
|    | <b>Modern</b><br>First-time progressive wearers who want to adapt to their lenses easily.   | ● ● ● ● ●   | ● ● ● ● ●   | ● ● ● ● ●   |
|    | <b>Adventure</b><br>Outdoor lovers or wearers who require good far distance visual acuity.  | ● ● ● ● ●   | ● ● ● ● ●   | ● ● ● ● ●   |
|   | <b>Stable</b><br>Wearers who require good vision and change visual focus frequently across all distances.                           | ● ● ● ● ●   | ● ● ● ● ●   | ● ● ● ● ●   |
|  | <b>Detail</b><br>Wearers who spend a lot of time moving around and require good visual clarity at close and intermediate distances. | ● ● ● ● ●   | ● ● ● ● ●   | ● ● ● ● ●   |
|  | <b>Expert</b><br>Experienced progressive wearers who often view objects from a distance or close-up.                                | ● ● ● ● ●   | ● ● ● ● ●   | ● ● ● ● ●   |

## Designed for comfortable digital usage in your everyday life

Digitalisation is part of our everyday lives today. Based on research, many of us spend an average of 8 to 10 hours a day on our devices\*.

We are constantly shifting our visual focus from near to far, no matter which activity. From texting while walking, to checking the GPS during our drive, all the way to checking notifications on our mobile phone throughout the day.

This is why HOYA developed new technologies to allow wearers to enjoy comfortable vision, even with the constant switching of visual focus when using digital devices.



\*Vlasak N., Dobisch E. Digital eye strain – recognising the symptoms. <https://www.opticianonline.net/features/digital-eye-strain-recognising-the-symptoms>