



WE DON'T  
DO COATINGS  
OR ADD-ONS

**WE ENSURE  
THAT PATIENT  
BENEFITS ARE AN  
INSEPARABLE  
PART OF THE  
DNA OF THE  
LENSES**

Super HiVision **EX3**

**HOYA**  
[www.ecpALLY.com](http://www.ecpALLY.com)

# BUILD YOUR BRAND AND YOUR BOTTOM LINE

When your practice provides the latest, cutting-edge technology to your patients, you will be recognized as an eye care leader in your community.

Your patients will experience long-term satisfaction with their lenses and you will see fewer returns and complaints. Add EX3 to one of HOYA's superior lens designs and you will be giving your patients lenses that will last longer, clean easier and resist dirt and scratches better than any of their previous lenses.



## NO OTHER AR TREATMENT COMPARES WITH **SUPER HiVISION EX3™**

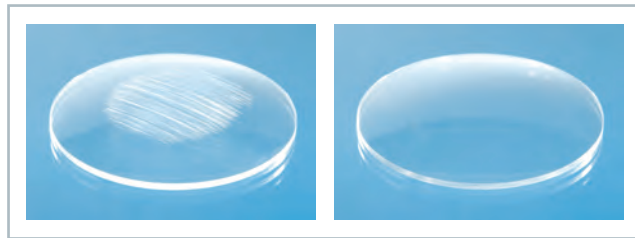
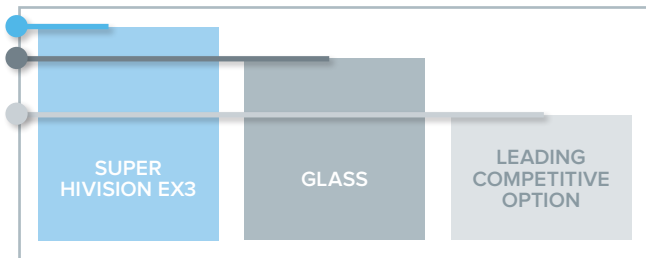
Product Feature	Patient Benefit	Practice Benefit
<b>SCRATCH RESISTANCE</b> Stronger than glass	<ul style="list-style-type: none"> <li>• Maximum protection against scratches</li> <li>• Clear vision and longer lens life</li> <li>• Perfect for active lifestyles</li> </ul>	<ul style="list-style-type: none"> <li>• Long-term patient satisfaction reduces returns</li> </ul>
<b>REFLECTION PROTECTION</b> 99.5% free of reflection	<ul style="list-style-type: none"> <li>• Sharper, more comfortable vision</li> <li>• Eliminates glare and reduces eye fatigue</li> <li>• Improves cosmetic appearance</li> </ul>	<ul style="list-style-type: none"> <li>• Positions you as a leader by providing the most advanced products and highest level of visual acuity</li> </ul>
<b>CLEAN VISION</b> Oil, water and dirt don't stick	<ul style="list-style-type: none"> <li>• Safer night time driving</li> <li>• Resists fingerprints, water, dirt and smudges</li> <li>• Clean less and cleans easy</li> </ul>	<ul style="list-style-type: none"> <li>• Minimizes patients complaints</li> </ul>
<b>SUBSTRATE MATCHING PROPERTIES</b> SMP*	<ul style="list-style-type: none"> <li>• Increases clarity</li> <li>• Increases color contrast</li> <li>• Doesn't crack, peel, chip or craze</li> </ul>	<ul style="list-style-type: none"> <li>• Greater patient satisfaction</li> <li>• Minimizes returns</li> </ul>
<b>HOYA GUARANTEE</b> 2-Year Unlimited Guarantee	<ul style="list-style-type: none"> <li>• Protects patients' investment</li> </ul>	<ul style="list-style-type: none"> <li>• Quality is guaranteed</li> <li>• Prescribe with extreme confidence</li> </ul>

\* HOYA's exclusive SMP matches the index of refraction of the hard coating with the lens material and eliminates color fringes and improves lens clarity

# SCRATCH RESISTANCE



## BAYER VALUES OF HOYA LENS FINISHES



NO AR TREATMENT

SUPER HIVISION EX3

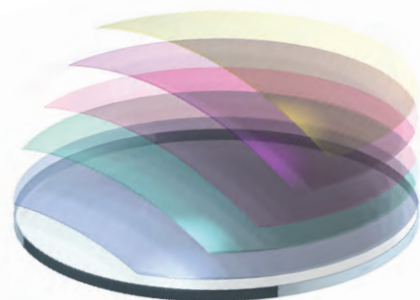
## The only lens treatment that outperforms glass

- Highest scratch resistance available on the AR treatment market
- Scratch resistant layer of Super HiVision EX3 has a Bayer value that far exceeds glass
- Patients have one common goal...no scratches! Lenses keep pace with the most active lifestyles

## The overall composition of a lens has a major impact on its quality

HOYA takes the entire composition as its starting point and carefully synchronizes the materials and various layers of the treatment. This allows HOYA to guarantee the best possible results in terms of performance and durability.

- Add value to your practice! Parents, grandparents, kids and professionals enjoy unparalleled quality and protection
- Be a hero to your patients! recommend Super HiVision EX3 and add profit to your bottom line.



## EX3 FEATURES:

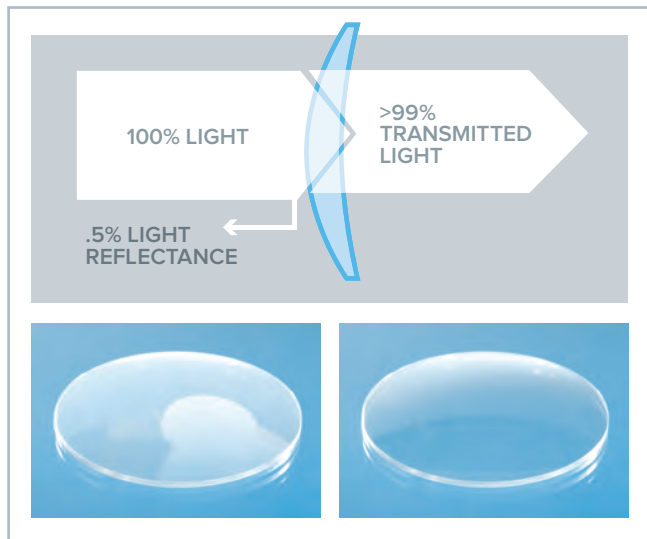
- DIRT REPELLENT
- WATER REPELLENT
- ANTI-STATIC
- ANTI-REFLECTIVE
- SCRATCH RESISTANCE



# REFLECTION PROTECTION



## IMPROVED LIGHT TRANSMISSION



## Excellent light transmission and virtually free of reflections

- **No Glare** – Less than .5% light reflectance. By removing glare, vision is comfortable and clear
- **Improved Clarity** – Cuts blinding reflections and increases color contrasts
- **Reduced Eyestrain** – Less eye fatigue in artificial lighting and varied light conditions

NO AR TREATMENT

SUPER HVISION EX3

## Clearer vision means safety and comfort

- **Cosmetic Appeal** – Allows eyes to be seen by reducing reflections on your patients' lenses
- **Improved Night Time Vision** – Minimizes reflections and glare at night for safer driving



*Super HiVision EX3 provides the clearest vision night and day!*



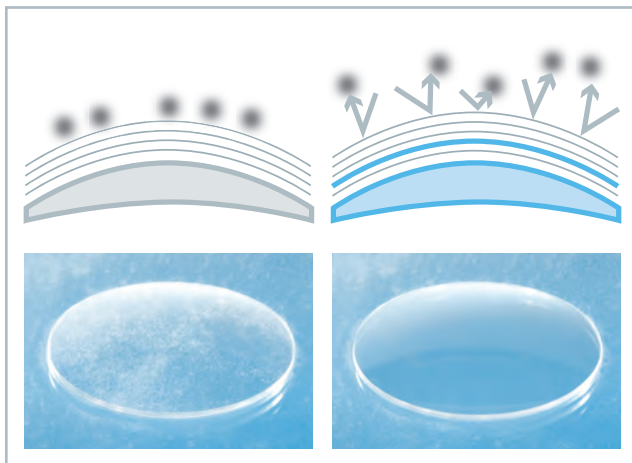
NO AR TREATMENT

SUPER HVISION EX3

# CLEANER VISION



## ANTI-STATIC LAYER

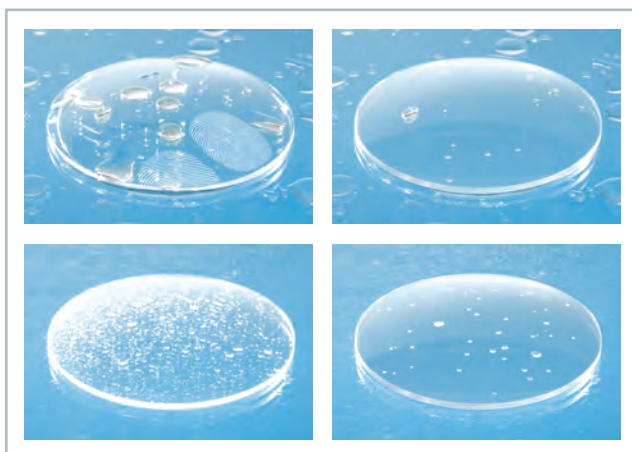


ORDINARY TREATMENT

SUPER HVISION EX3

Dust, dirt, grease and water are no match for EX3

- **Anti-Static** – EX3 has an anti-static layer that prevents dust from adhering to the lens surface and less dust means less cleaning!
- **Clean** – dirt and other residue clean off quickly and easily



NO AR TREATMENT

SUPER HVISION EX3

- **Oleophobic** – Fingerprints, grease and dirt just can't stick and can be removed in just a few wipes
- **Hydrophobic** – water just slides right off
- **Retains** its excellent, easy-to-clean properties even after long-term use and repeated wiping

## STAY CONNECTED WITH EVERYTHING HOYA



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Key	Super HiVision EX3	Recharge	Super HiVision	HiVision w/ViewProtect	HiVision	Premium w/ViewProtect	Premium
Warranty	2 Years/Unlimited	2 Years/Unlimited	2 Years/Unlimited	2 Years/2 Times	2 Years/2 Times	1 Year/1 Time	1 Year/1 Time
VSP Category	D	D	C	C	B	B	B

HOYA Designs	Plastic	Plastic Sensity	Plastic Transitions	Plastic Polarized	Phoenix	Phoenix Sensity	Phoenix Transitions	Phoenix Polarized	Poly	Poly Sensity	Poly Transitions	Poly Polarized	Hi Index	Hi Index Sensity	Hi Index Transitions	Ultra Hi Index	Ultra Hi Index Sensity	Ultra Hi Index Transitions	Ultra Hi Index Polarized	Ultra Hi Index	
Refractive Index	1.50	1.50	1.50	1.50	1.53	1.53	1.53	1.53	1.59	1.59	1.59	1.59	1.60	1.60	1.60	1.67	1.67	1.67	1.67	1.70-1.74	
iD MyStyle 2																					
iD InStyle																					
iD LifeStyle 2																					
iD Space, Screen, Zoom																					
iD SingleVision																					
Array/W																					
Summit ecp iQ																					
Summit cd iQ																					
ST28 iQ																					
SingleVision iQ																					
Summit ecp																					
Summit cd																					
Sync III																					
Sync BKS																					
Tact BKS																					

Conventional Designs	Plastic	Plastic Sensity	Plastic Transitions	Plastic Polarized	Phoenix	Phoenix Sensity	Phoenix Transitions	Phoenix Polarized	Poly	Poly Sensity	Poly Transitions	Poly Polarized	Hi Index	Hi Index Sensity	Hi Index Transitions	Ultra Hi Index	Ultra Hi Index Sensity	Ultra Hi Index Transitions	Ultra Hi Index Polarized	Ultra Hi Index	
Refractive Index	1.50	1.50	1.50	1.50	1.53	1.53	1.53	1.53	1.59	1.59	1.59	1.59	1.60	1.60	1.60	1.66-1.67	1.66-1.67	1.66-1.67	1.66-1.67	1.70	
SV																					
Aspheric -SV																					
ST28																					
ST35																					
RD22																					
RD24																					
STT7X28																					
STT8X35																					

\*Recharge, Super HiVision EX3 and Super HiVision automatically include the ViewProtect Performance.