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HOYA Vision Care Expands New Media Optics Portfolio
with Launch of Three New Designs – iD Space, Screen and Zoom

LEWISVILLE, TEXAS, (September 19, 2016) Ally of the Independent eye care professional, HOYA Vision Care, announced the expansion of their New Media Optics portfolio with the iD Space, Screen and Zoom. The three new free form lens designs using HOYA’s patented Integrated Double Surface Design (IDSD) bridges the gap between technology and experience.

“The sooner we accept that the computer pair is the primary pair, the sooner independent practices can benefit from new lens technology and use it as a brand differentiator,” said Barney Dougher, President of HOYA Vision Care Americas. He continued, “The mission for our New Media Optics portfolio is to move independent practices from the computer pair as second pair mentality and to use iD Space, Screen and Zoom to maximize the comfort of their patients during the most stressful part of their day – work!”

Our vision is optimized when our eyes work together, yet most practitioners observe the majority of prescriptions see a power difference between the right and left eyes. A key feature of the iD Space, Screen and Zoom designs is HOYA’s patented Binocular Hamonization Technology™ which performs individual calculations, ensuring the correction is appropriate at each point of the lens and exactly measured according to the needs of each eye. In today’s screen-based society, both at work and home, many people even with mild cases of anisometropia can benefit from binocular harmonization due to so much near demand on their visual system.

“What we’re really talking about is comfort,” said Dr. Thomas Gosling, owner of a private practice in Colorado and member of HOYA’s advisory panel, he continued, “I see patients all day who are suffering from the chronic, annoying effects of Digital Eye Strain. Their accommodative systems are working overtime. What I love about HOYA’s New Media Optics portfolio is how it completely covers my patients’ needs. Our kids, young adults and pre-presbyopes benefit from Sync, we have Tact for progressive wearers, BluTech material, Sensity light reactive lenses and Recharge treatment to mitigate the effects of blue light. And now with iD Space, Screen and Zoom we can offer incredible customization for the individual’s working conditions. Now I have every tool to ensure my patients are comfortable.”

Digital Eye Strain is the most common computer-related repetitive strain injury, surpassing carpal tunnel syndrome and tendonitis. Vision and the accommodative system are under appreciated and accounted for in the ergonomics of most people’s work space leading to discomfort, disability and lower productivity. iD Space, Screen and Zoom have customizable fitting values to ensure each individual’s work space is part of the lens design.
Official launch of iD Space, Screen and Zoom took place at Vision Expo West. Representatives will be able to offer demonstrations, more details and free fits. Contact your local HOYA Territory Sales Manager to schedule a New Media Optics lunch and learn today.

About Hoya Corporation
Hoya Corporation is a global technology company traded on the Japanese stock exchange based in Tokyo, Japan, and the leading supplier of innovative and indispensable high-tech and healthcare products based upon its advanced optics technologies. Hoya is active in four fields of business: The Healthcare provides eyeglasses and contact lenses for retail sales. The Medical provides endoscopic system and intraocular lenses for cataract surgery. The Electronics makes mask blanks and photo masks for the semiconductor devices and LCD panels as well as glass memory disks for HDDs. The Imaging produces optical lenses, SLR/compact digital cameras, lens modules and micro lenses. Hoya now has over 100 subsidiaries and affiliates, and employs over 36,500 people worldwide.