



For Immediate Release

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Hoya Vision Care Canada announces a 24-Hour service program for iD LifeStyle 3 premium progressive lenses

December 2, 2019 – Mississauga, Ontario – HOYA Vision Care Canada announces the launch of their new national 24-hour service program available on uncut iD LifeStyle 3 lenses – the latest addition to HOYA’s premium progressive product line.

iD Lifestyle 3 lenses include design variations that are specifically tailored to presbyopes’ active lifestyles. Equipped with HOYA’s premium patented technologies, such as Binocular Harmonization Technology™ (BHT) and iD (Integrated Dual Side) design for precise and effortless focusing, iD LifeStyle 3 is HOYA’s response to changing vision challenges. The three design variations are easy to recommend, do not require extensive consultation procedures and provide great adaptation and satisfaction rates.

This 24-hour service commitment will replace the current 48-hour program that launched in April 2015 with significant success. “It is our intention to provide independent eye care professionals with the fastest possible service on a premium lens with HOYA’s most durable anti-reflective coating available on the market. This is just another way that we demonstrate our ability to provide solutions that enhance the success of our valued business partners” said Ahmos Henry, President of HOYA Vision Care Canada.

HOYA’s 24-hour service program is currently available in 1.50, 1.50 Transitions, and 1.53 with Super HiVision EX3 or Super HiVision anti-reflective coatings. It is HOYA’s intention to expand the availability in the coming months to offer even more choice and flexibility.

For more information about HOYA Vision Care Canada, please contact the customer care team at 1-888-258-4692.

About HOYA

Founded in 1941 in Tokyo, Japan, Hoya is a global technology and med-tech company, and a leading supplier of innovative high-tech and medical products. Hoya is active in the fields of healthcare and information technology, providing eyeglasses, medical endoscopes, intraocular lenses, optical lenses, as well as key components for semiconductor devices, LCD panels and

HDDs. With over 150 offices and subsidiaries worldwide, Hoya currently employs a multinational workforce of 37,000 people. For more information, please visit <http://www.hoya.com>.

About HOYA Vision Care

For over 60 years, Hoya Vision Care has been a global leader in the eyeglass lens business. With a presence in over 50 countries, Hoya Vision Care has a proven expertise in lens designs and freeform surfacing technology combined with a leading position in high performance, quality AR coating. Hoya Vision Care's solid market portfolio includes VISION EASE, SEIKO and PENTAX optical lenses, as well as innovative products such as Yuniku, the world's first vision-centric, 3D tailored eyewear. The company employs over 16,000 employees worldwide with mass production facilities in Asia & Europe and over 40 local Rx laboratories globally. For more information, please visit www.hoyavision.ca.

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