

SUPER HiVISION

MEIRYŌ EX4

NEW!

## The ultimate coating

- Extreme durability
- Superior clarity
- Easy to clean

**Super HiVision® Meiryo™ EX4™**

**Superior clarity**  
over the life of your lenses.

**HOYA**

# Super HiVision<sup>®</sup> Meiryō<sup>™</sup> EX4<sup>™</sup> stands up to real world use.

NEW!

MEIRYŌ EX4

## Extreme durability

Up to **2.5x better scratch resistance** than major competitor's best coating<sup>1</sup>



Uncoated



Super HiVision Meiryō EX4

## Easy to clean

Stays **easy to clean 10x longer** than major competitor's best coating<sup>3</sup>



Uncoated



Super HiVision Meiryō EX4

## Superior clarity

**56% lower reflectance** than major competitor's best coating<sup>2,4</sup>



Uncoated



Super HiVision Meiryō EX4

**Super HiVision Meiryō EX4 is the ultimate coating.  
Ask for it today!**

[www.hoyavision.us](http://www.hoyavision.us)

# HOYA

<sup>1</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryō. 03/2023. Compared to several competitor coatings including major competitor's best coatings. Passed 2.5kg SWSC test when most competitive lenses tested did not pass 1kg in the SWSC.

<sup>2</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryō. 03/2023. The reflection has been calculated based on the reflection values measured in the Luminous reflectance Rv evaluation.

<sup>3</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryō. 03/2023. Hi-Vision Meiryō (HVLL 2.0) maintains Hydrophobic performance more than 10X that of major competitor.

<sup>4</sup> HOYA data on file. Product assessment report – Hi-Vision Meiryō. 03/2023. Hi-Vision Meiryō lasts longer than all major competitors. 56% lower reflectance than major competitor's best coating resulting in exceptional clarity. Hi-Vision Meiryō maintains Hydrophobic performance up to 5X that of closest competitors.