



# HOYA FREE-FORM™ LIBERATES SINGLE AND MULTIFOCAL VISION WEARERS

## StraightTop 28 iQ SingleVision iQ

Why should your patients settle for less than optimum vision correction? The enhancement of lens performance from HOYA Free-Form™ technology is not limited to progressive lenses. The HOYA Free-Form Company™ offers a full range of iQ lens products that optimize performance across the entire prescription range for all lens designs - Single Vision, Straight Top multifocal, and Progressive.

Lens design should begin with the human eye as the starting place for all lens evaluation and development. Traditional lens designs are based on theoretical optical design, with little consideration for all of the elements related to actual vision. The HOYA Free-Form design approach takes into account physiological functions like eyeball rotation in the overall design calculation.

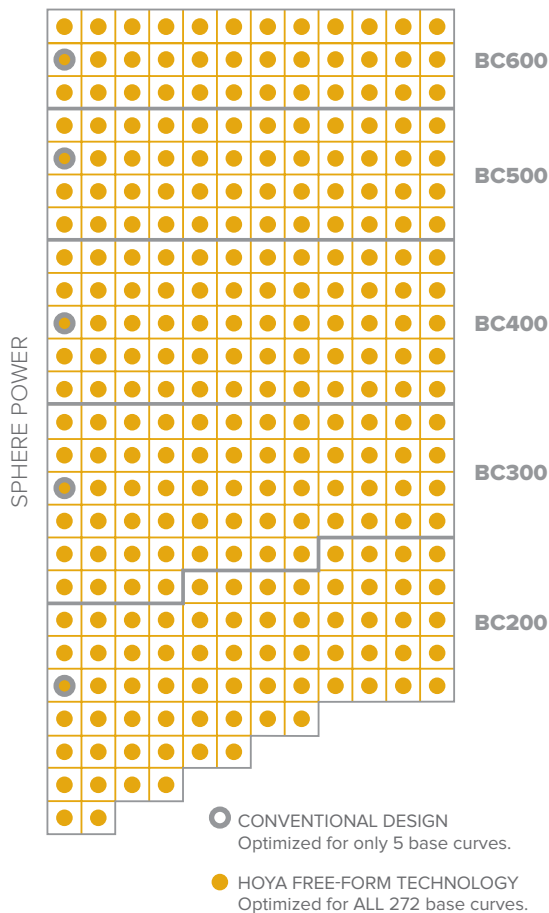
With traditional, mass-produced lenses, the design is optimized for one “target” power per base curve. Prescriptions outside of this “target” experience a lessening of visual acuity and performance. With SingleVision iQ and StraightTop 28 iQ, HOYA Free-Form technology:

- Aspheric and atoric curves are applied to the back side of the lens design to heighten the optical performance.
- All prescriptions are optimized within each base curve.
- Lenses are uniquely designed according to the ordered prescription.



**TARGET PRESCRIPTION POWER:**  
Optimized for all prescriptions within each base curve

MINUS CYLINDER POWER





## SingleVision iQ

SingleVision iQ combines a spherical front surface single vision lens with HOYA Free-Form custom back surface for enhanced optical performance. SingleVision iQ lenses provide a better vision solution for your patients, especially for those with higher prescriptions and/or astigmatisms.

### YOUR PATIENTS BENEFIT FROM:

- Lens optimized for all prescription powers to enhance visual acuity.
- Clear vision from edge to edge.
- Noticeably reduced distortion, especially in peripheral viewing areas.
- Wider, clearer visual field in all directions of sight.



## StraightTop 28 iQ

For the discerning patient who is comfortable and familiar with the classic performance of a segmented multifocal, the StraightTop 28 iQ from The HOYA Free-Form Company delivers superior optical performance for both distance and near viewing.

### YOUR PATIENTS BENEFIT FROM:

- A StraightTop enhanced by the patented HOYA Free-Form technology.
- Lens optimized for all prescription powers to enhance visual acuity.
- Superior distance and near vision performance.

Discover why HOYA is the best choice for your practice, your patients, and the future of Independent Optometry, at [ecpALLY.com](http://ecpALLY.com)

**HOYA**