



HOYA's Vision Simulator beats off the competition to be awarded with the prestigious accolade of Lens Product of the Year

In a prestigious ceremony with more than 500 industry people in attendance which was held on Saturday 1st April at the Hilton Birmingham, HOYA's Vision Simulator received the award ahead of Eye Protect System by Essilor, Autograph III by Shamir and DriveSafe by Zeiss.

Since its launch in 2016, HOYA's Vision Simulator has allowed Independent Opticians across the UK and Ireland to give their patients a real life vision experience before they purchase their lenses.

The HOYA Vision Simulator is a user friendly, lightweight visor unit which focuses on lens simulation accuracy. Using patients' actual prescription details, the Simulator displays a highly accurate, 3D representation of the optical effects offered by different lens designs and treatments.



The Hoya Vision Simulator closes the gap between virtual reality and individual reality, giving patients the opportunity to experience the ideal lenses for their lifestyle, before they buy them.

Andy Sanders, Hoya's Professional Services Manager: "Having over 30 years' experience in ophthalmic dispensing I must say that the vision simulator is one the best dispensing innovations I have ever used. The simulators virtual reality mode shows an accurate representation of progressives and occupational lenses with different degrees of personalisation, taking frame fitting parameters and distance centres in to consideration in order that the patient an experience the different designs. Switching to augmented reality gives the patient the real world high tech experience rather than the charts and pictures previously used to demonstrate lenses."

Commercially the simulator not only helps to differentiate the independent practice from the competition but also elevates the dispensing experience making upgrading to more advanced lens designs more compelling.

Hoya invests considerable time, energy and resources into the independent optical market, continuously bringing innovative technology to improve practice efficiency, the patient journey and customer satisfaction. This award is a true testament to the continuous technological developments that have been made over the last 10 years.

What our customers have been saying:

“The Hoya Vision Simulator is an amazing piece of kit”

One of our key struggles when dispensing to a patient is describing the difference between the various features of varifocal lens designs. We could show the patient a piece of paper with some wavy lines on them and expect them to see the difference and hope they trust us enough to go for the better options.

Now with the Virtual Reality headset from Hoya, a much better way is to show the patient the exact difference between a Hoya lifestyle and a MyStyle and if the improvement is justified for their prescription. Not only does it help us up sell but it makes sure we don't over sell too. Well done Hoya!”

Iain Mellis, Mellis Eyecare

“The most sensible use of visual reality technology I’ve seen to date”

“I mainly use the simulator in store and everyone that I have tested it with have all given good vibes from it. From a dispensing point of view this is a valuable piece of kit, which is so easy to use and a great tool especially for first time varifocal patients. It

helps people to visualise the experience that they are going to get from their specs. It can be quite daunting being expected to pay a lot of money for something that they haven't had previous experience with before, and trying to convey that message to the patient using the printed-out sheets can be a bit confusing. So, having the patient experience the effect and being able to change the different lens types on the fly, to show them the difference in lens styles is not only a great experience for the patient, but great from a dispensing point as it helps with the upsell of the lens.”

Ewen Rankin, British Technology Network

www.BritishTechNetwork.com

“The device is lightweight, and so easy to use via the app that it is an essential piece of kit from a dispensing point.”

“The Hoya Vision Simulator is visually very impressive and it certainly delivers when using it with a patient. Now that there has been so many advances in technology we have found that our patients are more familiar with these types of devices that they have already seen or even used that link to devices like a smart phone or tablets and are more open to using our simulator to see how their lenses will work for them.

The device itself is really good and easy to use. It has allowed us to go from drawing illustrations to patients on how their lenses could work, to impressing them with the latest





technology and providing them with a fantastic virtual reality experience during their appointment. I feel this really helps us as a business as it allows us to interact well with our patients and shows them we are keeping up to date with the latest technologies and providing them with the best when they are looking to buy a new pair of glasses. We especially like how the simulator helps to make their potential new lenses real-life, it provides them with different viewing situations which is versatile and again reinforces how the suitable lens can help in their everyday lives.”

Craig Robson, Trainee Dispensing Optician, Pagan & McQuade Group

“It’s a great piece of kit to have instore”

“The simulator looks impressive and it works with an iPod which we are all familiar with, which makes it easy to operate and use when with a patient. We receive regular communications and updates, etc from HOYA for the device, which allow it to run correctly and smoothly every time we come to use it. It’s a great piece of kit to have instore that’s easy to use and maintain and we don’t hesitate to use it every day with our patients.”



Suzanne Lynch, JC Bird Opticians

In summary: 3 great reasons to use the Hoya Vision Simulator:

1. It offers Opticians a tangible and easy way to demonstrate the benefits of premium lenses over industry standard lenses
2. You can personalise the patients lens simulation by inputting all their wearing parameters and exact prescription
3. Increase your patient satisfaction by giving them to option to try before they buy, making their final choice for lenses and treatments simple.

You can find out more about the Hoya Vision Simulator by visiting www.hoya.co.uk/simulator or book a demonstration by emailing hoyamarketing@hoya.co.uk

Hoya Lens UK would like to thank all our customers for supporting our developments, Optician Magazine for awarding us with this accolade and our New Media Development Team for their creativeness, dedication and innovative solutions for the independent optical market.

About HOYA

Founded in 1941 in Tokyo, Japan, Hoya is a global med-tech company and the 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 over 34,000 people. For more information, please visit <http://www.hoyavision.com>.