



## P R E S S   R E L E A S E

### **HOYA brings highly accurate 3D vision simulation to stores**

UITHOORN – 21 September 2015. **A leader in technology-based sales support tools, HOYA is proud to introduce its latest innovation: the HOYA Vision Simulator offers wearers the ability to experience their new lenses before they buy them, right in the store.**

Using wearers' actual prescription, the HOYA Vision Simulator provides a highly accurate, 3D vision experience, visualising the optical effects of the various lens designs and treatments. HOYA erases the line between virtual reality and individual reality, giving wearers the opportunity to choose the lenses and treatments that work best for them.

#### **How does it work?**

The HOYA Vision Simulator is easy to use, hygienic and ready for high-traffic usage. It is controlled by an application downloaded onto a smartphone that is placed into the headset. Wearers look through the headset and see a virtual environment. Opticians apply the wearing parameters and exact prescription (every prescription type and cylinder is accommodated) and adjust for accurate pupil distance. A tablet serves as a remote control. Opticians decide what wearers see and experience, and can demonstrate and explain the different options available.

The simulator enhances customers' shop experience by offering the opportunity to 'see before they buy'. This makes the final choice for lenses and treatments simple, accurate and tangible, increasing trust and overall satisfaction.

#### **Call for beta-testers**

Opticians are invited to be among the first to use the HOYA Vision Simulator in their stores. Through the dedicated website, [www.hoya-vision-simulator.com](http://www.hoya-vision-simulator.com), opticians can register their interest. Ten will be selected as beta-testers. Their testimonials will be shared on the website, along with general information, updates and news about the device.

Visit [www.hoyagallery.com](http://www.hoyagallery.com) for HOYA's full range of innovative sales support tools.

#### **HOYA's award-winning innovations**

HOYA has a history of introducing advanced in-store solutions. At Silmo 2008 in Paris, it was the first lens supplier to use virtual reality head-mounted displays to demonstrate the quality of its Hoyalux iD MyStyle progressive lens design.

At Opti 2012 in Munich, HOYA pioneered fully interactive augmented reality with HVC Viewer, one of three apps introduced at the time. The apps received significant local and European media coverage, driving download numbers.

HVC Viewer went on to become the bestselling app in Germany's app store and was recognised as a 'top innovation' at Expo Optica in Madrid, Spain. The app was also nominated for a Silmo d'Or in the Vision category and won the prestigious SMAU Mob App Award at the Italian Information & Communications Technology exhibition in Milan. Today, augmented reality is regarded as a highly effective sales tool and more than 8,800 optical stores actively use the HVC Viewer app.



### **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 [www.hoya.com](http://www.hoya.com).

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### **For more information**

HOYA Vision Care Europe, Mr. Felix Espana (HOYA New Media Team)

Phone: +31 297 514 372 | E-mail: [press@hoya.eu](mailto:press@hoya.eu)

Website: [www.hoya-vision-simulator.eu](http://www.hoya-vision-simulator.eu)