

HI-VISION

MEIRYŌ



## Hi-Vision Meiryo

Your lens coating for  
any unexpected journey.

**HOYA**  
FOR THE VISIONARIES

# Introducing Hi-Vision Meiryo: HOYA's highest performing coating yet<sup>1</sup>

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Offering superior clarity, scratch resistance, and UV protection, Hi-Vision Meiryo is HOYA's most durable long-lasting coating. With easy-to-clean features and outstanding low-reflectance properties, Hi-Vision Meiryo boasts superior clarity that lasts.<sup>2</sup>

## Meiryo means clarity

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Both a reference to HOYA's Japanese origins and a testament to the superior technological qualities of the coating, the name Meiryo was derived from the Japanese word for 'clarity.'

## True clarity that lasts

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No matter what life throws at you, the Hi-Vision Meiryo coating keeps your lenses perfectly clear for longer in all situations.

With the strongest protection from smudges, UV, and shine, nothing will affect your vision.

# Variety of benefits

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Your lenses give you the freedom to see clearly – but wearing spectacles isn't always convenient. With Hi-Vision Meiryō, you'll be able to live with the clarity you deserve. Its extreme durability, easy-to-clean, scratch resistant, and water-stain-proof properties, Hi-Vision Meiryō makes your lenses work harder to keep your vision the clearest it can be.



Anti-reflective for exceptional clarity of vision and elegant look<sup>3</sup>



Dirt repellent and easy to clean



Extremely scratch resistant, with surface lens protection which extends the lifetime of the lenses<sup>4</sup>



100% UV protection on the front, extra protection on the back<sup>5</sup>



Water repellent for optimal vision in rain or condensation



Anti-static for clearer and cleaner lenses



Enhanced contrast and glare reduction during the day and at night



## For any unexpected journey

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Whether you're caught in a rainstorm or find yourself halfway up a mountain, Hi-Vision Meiryo protects your lenses from the elements, so you can see clearly, no matter how unexpected the journey.

And with its day-to-day protective properties, Hi-Vision Meiryo means you don't have to worry about losing your spectacles at the bottom of your bag or leaving them face-down on the kitchen counter. Hi-Vision Meiryo boasts enhanced anti-reflectance properties, meaning less glare and greater clarity. This also means your eyes will appear perfectly clear to others and in selfies.

# Range of features

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- Extreme durability allows your lenses to outlast their prescription<sup>6</sup>
- Long-lasting clarity to provide you with the clear vision you deserve<sup>2</sup>
- Superior anti-reflective performance to reduce glare and improve visibility<sup>7</sup>
- Extremely scratch resistant – so you can worry less about leaving your glasses in your bag or lying around<sup>4</sup>
- Longer lasting protection of lens features at their best<sup>1</sup> – saving you money in the longrun



# Protection that will outlast your prescription

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With its wide array of features designed to improve the durability of your lenses, your glasses will be equipped to last beyond their prescription.

With surface lens protection that extends the lifetime of your lenses, we're confident that Hi-Vision Meiryo will be your coating of choice.

**That's why we're offering a guarantee when you purchase Hi-Vision Meiryo.**

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1. HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. Hi-Vision Meiryo (HVLL 2.0) demonstrated over 45% higher LongLife Index vs. major competitor's best coating.
2. HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. Hi-Vision Meiryo (HVLL 2.0) demonstrates exceptional visual clarity compared to all competitive coatings tested. 56% lower reflectance than major competitor's best coating resulting in exceptional clarity. Hi-Vision Meiryo (HVLL 2.0) maintains hydrophobic performance (WCA higher than 100°) up to 5x that of closest competitors resulting in longer lasting clarity.
3. HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. Hi-Vision Meiryo lasts longer than all major competitors. 56% lower reflectance than major competitor's best coating resulting in exceptional clarity. Hi-Vision Meiryo maintains Hydrophobic performance up to 5X that of closest competitors.
4. HOYA data on file. Product assessment report – Hi-Vision Meiryo. 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.
5. HOYA data on file. 150 UV approved claims. 09/22. Claim based on internal assessment according to ISO 8980-3:2022 and is applicable to HOYA branded plastic lenses except 150 standard lenses. The following HOYA lenses meet the strictest AS/NZS 10671:2016 standard for 100% protection: 150 UV, 153, 159 CBF, 160, 167, and 174
6. HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. No competitive lenses tested reached the same performance values as HOYA in both the HB and SWSC combined.
7. HOYA data on file. Product assessment report – Hi-Vision Meiryo. 03/2023. The reflection has been calculated based on the reflection values measured in the luminous reflectance Rv evaluation.

**Contact your eye care professional today, to see how Hi-Vision Meiryo can help to protect your lenses during any unexpected journey.**

For more information visit  
[www.hoyavision.com](http://www.hoyavision.com)

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