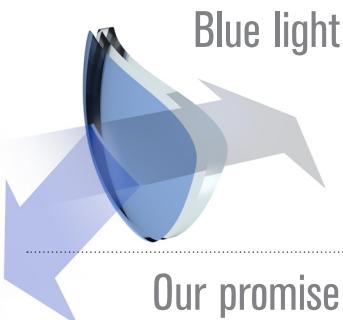


Facts about Hoya Blue Control



Our promise

LCD and LED computer and television screens, smartphones, tablets and GPS devices all emit blue light. Although blue light in itself is a natural phenomenon

- *it is present in daylight and helps us to stay awake -* over-exposure can cause eye strain, eye fatigue and even sleeplessness.



For whom

- Stay-at-home moms (*smartphones, tablets, laptops*)
- Students (*smartphones, TVs, laptops*)

keeping the eyes in better condition. It offers more comfortable and relaxed vision

and better contrast perception, preventing from eye strain and fatigue.

- Gamers (*TVs, flat screen computers*)
- Young professionals (*laptops, smartphones, tablets, GPS*)

- Kids/teenagers (*TVs, smartphones, tablets*)
- Office workers (*flat screen computers*)
- Pensioners (*TVs, flat screen computers, tablets, laptops*)

Consumer Benefits

- Reduction of glare
- Better contrast perception
- More comfortable and relaxed vision
- Prevents from eye strain and fatigue



For that extra bit of comfort in a digital world



BlueControl

Availability

BlueControl is offered in combination with Hoya's unsurpassed Hi-Vision LongLife

anti-reflection coating. This durable coating layer is up to 7 times more scratch resistant

than standard coatings and has the following unique characteristics:



• scratch resistant



• anti-reflective



• water repellent



• dirt repellent



• anti-static

Features

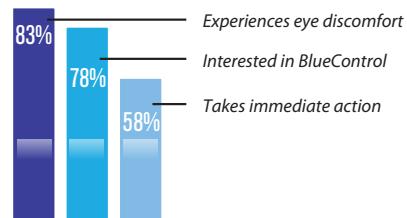
- Neutralises blue light, preventing from eye strain and fatigue
- Reduces glare for more comfortable and relaxed vision
- Better contrast perception offering a more natural colour experience
- Plus all the features of Hi-Vision LongLife!



Benefits for you

Research* has shown that, when made aware of the harmful effects of blue light, your clients are very convinced of the benefits of BlueControl. After explanation, 78% of the target group finds these

lenses attractive and 58% has the direct intention to visit an optician for more information. BlueControl therefore offers you unique new sales opportunities.



* Millward Brown: "Consumer attitude towards anti-reflection coatings". Research among 1204 spectacle wearers in 6 European countries. November 2012.

