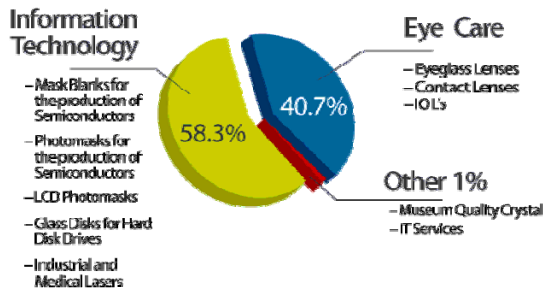


Reviewed by:

- Doctor  
 Optician  
 Technician  
 Other

## Midwest Labs is now a **HOYA** AUTHORIZED DISTRIBUTOR

**The HOYA Story.** Since its establishment in 1941 as Japan's first specialty manufacturer of optical lenses, Hoya has diversified into new business areas that are based on advanced optics technologies. Hoya's technology touches many facets of everyday life. In fact, Hoya's technology can be found in everything from eyewear to flat-panel televisions to laptop computers. A worldwide presence, Hoya has 59 divisions in 29 countries and 25,000 employees.



With on-going research in many different areas, Hoya is able to leverage their collective strengths when bringing new technology to the optical field.

Hoya's exclusive Integrated Transmittance Control Technology (ITCT) is a "virtual reality" computer analysis that combines calculation with simulation of how human eyes really see. Using a 3D computer model, ITCT models nearly every scenario with any given prescription. Hoya uses this technology in several of their lens designs to provide a more exact and customized fit.

Hoya offers a broad selection of lens styles and materials from stock to traditional surface lenses to free-form technology single vision and progressives:

**Nulux ep**– A Free-Form single vision, Hoya reports the Nulux ep's design results in clear vision in all directions, especially along oblique axes.

**TACT**- An "indoor" extended focus progressive lens designed for computer users and patients who perform visually intensive work or hobbies.

**GP Wide**– Hoya touts the GP Wide as being 23% wider than traditional progressive designs providing natural, all around vision

**Summit ECP**– Utilizing Hoya's patented Integrated Transmittance Control Technology (ITCT), the Summit ECP claims to provide optimal performance at all distances with easy adaptation and perfect binocular vision

**Summit CD**– Offering a short progression zone of only 11 millimeters, the Summit CD also employs the ITCT technology to provide a wider intermediate than other short corridor progressives preventing the "jump" effect between distance and near vision.

**iD LifeStyle**– created from Hoya's free-form technology, iD technology separates the performance of the front and back surfaces with a standardized vertical progression on the front surface and a customized horizontal progression on the back surface for wider visual zones.

**iD**– Currently, the only progressive on the market that features an Integrated Double Surface design. The front and back surface of the lens is digitally surfaced which Hoya reports provides more unlimited distortion-free areas with no swimming effects.

Hoya's lenses are available in many materials, however two materials stand out from their offerings: Phoenix and 1.70. Phoenix lenses are a lightweight Trivex material that features a third element differing it from other Trivex lenses that improves the clarity (whiteness) of the lens while improving the stability for processing. Hoya's 1.70 material offers patients the lightweight and comfort of one of the thinnest lenses available combined with an abbe value of 36 providing clear, comfortable vision.

With the addition of Hoya lenses, Midwest Labs is now able to provide you with all major lens brands. If you have any questions or would like additional information, please contact your Midwest Labs location.

# Promotions

**POLAR PROMOTION** ECPs

Now - February 28th, 2010

Earn Cash Rewards this winter with **Coppertone** and **SunRx**

**HOW IT WORKS:**

- Your lab will send you Polar Promotion job coupons with each Coppertone or SunRx polarized lens purchase you make.
- Collect the Polar Promotion job coupons, fill them out and send them to Vision-Ease Lens for a redemption of up to \$5.00 per coupon.
- VEL will confirm purchases against job coupon redemptions based on Sales Out Data or invoices from lab.
- Checks will be sent monthly on or about the 15th of the following month.

Note: Please send minimum of 10 job coupons at a time, if possible. Polar Promotion participation misrepresentation will result in disqualification; rewards potentially earned by ECP will be forfeited.

Qualifying Poly Lenses:	ECP Reimbursement:
Coppertone SFSV	\$5.00
Coppertone D2B	\$5.00
Coppertone 7x2B	\$5.00
Illumina Coppertone	\$5.00
SunRx SFSV	\$3.00
SunRx SFSV Mirrors	\$3.00
SunRx D2B	\$3.00
SunRx 7x2B	\$3.00
Illumina SunRx	\$3.00
Outlook SunRx	\$3.00

**Midwest LABS**  
Indianola, Iowa • Chicago, Illinois  
Indianola, IA (800) 247-2525  
Chicago, IL (800) 346-5700

Earn \$12 for any HOYA Progressive shown below when purchased through Midwest Labs!

HOYALUX Summit ecp   HOYALUX Summit cd   HOYALUX GP WIDE

December 1, 2009 to December 31, 2009

**HOYA**

# What's New?

**SEIKO** Super MV™ 1.67

The world's most advanced free-form single-vision lenses

Redefining Visual Excitement

- Thinner & lighter with flatter base curves on both sides. Comparable to 1.74 index lenses.
- Back surface free-form compensation virtually eliminates power error, distortion and marginal astigmatism.
- Improved optics over all other single vision lenses with the widest peripheral vision.
- Ideal for difficult Rx's, especially high cylinder.

Uncut      **\$90.00** / \$120.00  
Complete   **\$105.00** / \$140.00

Available hardcoated or with Seiko AR  
Seiko AR      **\$38.00** / \$50.66  
*Bold pricing reflects max discount*