

**SUPERHiVision™**  
ANTI-REFLECTION

## What is anti-reflection?

Anti-reflection (or AR) is a coating that is bonded to your lenses to eliminate light reflections on the lens surface. AR coating also increases transmittance, which allows more light to pass through your lenses.

By eliminating reflections and increasing transmittance, the appearance of your glasses and the quality of your vision are improved significantly.



**SUPERHiVision™**  
ANTI-REFLECTION

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ANTI-REFLECTION

**Look  
Better**

**See  
Better**

**Clean  
Easier**

Ask your eye care professional to show you how HOYA Super HiVision™ AR will help you look better and see better.

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## Here's how you'll **Look Better**



Without anti-reflective coating



With Super HiVision™ AR

Super HiVision AR reduces reflections, so you'll look better.

That's because people will be able to see right into your eyes rather than seeing reflections on your lenses.

## Here's how you'll **See Better**



Without anti-reflective coating



With Super HiVision™ AR

Super HiVision AR increases light transmittance so you'll see better.

With increased light transmittance, more light passes through your lenses to help reduce glare. You'll drive more safely at night, and you'll be more comfortable when looking at a computer screen for long periods.

## Here's why they **Clean Easier**

Super HiVision™ AR has an unsurpassed level of smudge resistance, so lenses stay clean longer, and they clean easier too.

Proprietary HOYA technology repels water, dirt, oil, and fingerprints.



Leading AR coating  
Partially repels water

Super HiVision AR  
Completely repels water

### Are all AR coatings alike?

Definitely not. Significant improvements have been made in AR coatings in recent years, and Super HiVision AR uses the most advanced technology so you get:

- The highest level of light transmittance
- An unsurpassed level of smudge resistance
- Plus, the most scratch-resistant coating available for exceptional durability that is guaranteed to last