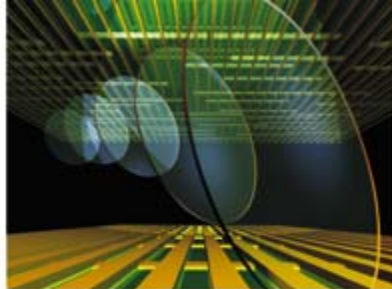


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Phoenix

Hoya's Phoenix lens line was the first available to be made from Trivex.

Hoya (Phoenix Trivex Lenses)

Hoya has been working on its Trivex technology for two years, during which period its engineers and chemists have made modifications to fit Hoya's production process and to enhance patient properties.

To provide better elasticity, thermal qualities, and processing capabilities, Hoya reduced the Abbe value from PPG's original 46 to 43. Lenses produced by Hoya are called Phoenix and can be ordered in both single vision and Hoya's GP Wide progressive. They are non-aspheric, but may be produced in aspheric form in the future. Currently, the lenses can be ordered from any Hoya lab, but are fabricated only at its Connecticut facility.

Bill Spies, president of Hoya Lens of America, says, "We plan to release Phoenix lenses for processing regionally in the 14 Hoya-owned labs during the next three months. They will be offering them with and without AR coatings. The third phase of our rollout is to non-Hoya labs. There are no plans to restrict distribution of Phoenix lenses."

According to Bill Norwood, vice president of Hoya's North American Headquarters, "We found the material's tensile strength ideal for rimless and drill-mount frames. Phoenix lenses have excellent machining properties and can be edged wet or dry."