

May 15, 2019

HOYA CORPORATION, Vision Care Section

## **HOYA Introduces “Audio Glass”**

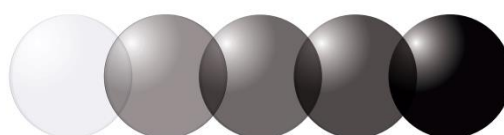
### **Sports Sunglasses that Free the Ears to Enable Enjoyment of Music**

HOYA CORPORATION (6-10-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo/ President and CEO Hiroshi Suzuki) releases “Audio Glass”, “sports sunglasses that free the ears to enable enjoyment of music” on May 15.

Audio Glass is a device that enables users to enjoy music while playing sports by embedding bone conduction speakers into sunglasses and connecting them via Bluetooth to a smartphone. It enables hands-free use of smartphone voice recognition functions, and can be used in a variety of ways in keeping with the user’s lifestyle such as making phone calls without cutting off external sounds and using navigation functions.

The company expects the sales of 3,000 units in the initial year, targeting individuals who engage in recreational sports, particularly cycling and jogging. The sunglasses are priced at 32,000 yen (tax exclusive), with an optional mirror coating lens that can be replaced by the user at 5,000 yen (tax exclusive). During the pilot sales period (3 months from May 15), the product will be available at 5 “eyecity”<sup>\*</sup> stores in Tokyo (Mirraza Shinjuku store, Shibuya Miyamasuzaka store, Nakano store, Tachikawa store, Kichijoji SUNROAD store).

<sup>\*</sup>“eyecity” is the chain stores to sell contact lenses operated by HOYA. “eyecity” is one of the largest chains in Japan, and HOYA operates over 250 eyecity stores throughout Japan.



## [Characteristics]

“Audio Glass” plays sound from smartphones via Bluetooth connection through bone conduction speakers embedded in the sunglasses. Bone conduction speakers communicate vibrations directly to the auditory nerves via the skull, and humans recognize these vibrations as “sound”. The greatest feature of this product is that by freeing the user’s ears, the user is able to **enjoy sound without sacrificing recognition of the sounds in their environment.**

\*A certain degree of sound leakage does occur.

In addition, **one click** of the main switch on the sunglasses **activates the smartphone voice recognition function.** It can be used conveniently in a variety of scenarios such as to make an urgent phone call, read aloud e-mails, or use map apps when cycling in an unfamiliar area.

The standard lenses are HOYA photochromic lenses. **The color density of the lenses changes according to the amount of UV rays,** turning clear indoors and turning into sunglasses outdoors where the sun is strong. They also block UV rays and alleviate brightness, protecting the health of the eyes.

\*The darkness of photochromic lenses varies according to the strength of UV rays and temperature.

Audio Glass is **equipped with a rechargeable battery** embedded into the left and right temples. Many have likely experienced the hassle of dealing with tangled cords while jogging or on a stroll, and Audio Glass resolves these issues as well.

**A dedicated app (iOS)** is used to check the condition of the ears, and the data is reflected in the music player and hearing support functions. The product can be preset with up to 6 patterns of preferred sounds. Users can select the appropriate sound according to the situation and genre of music.

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