



Amplitude BKS

Amplitude BKS lenses provide an adaptive design that is optimized for your patients, providing superior ergonomics of near, mid and distance sight which delivers natural, comfortable viewing and head movement.

Amplitude BKS is a proven lens design, offering your patients the best combination of technology, performance and value. Hoya is committed to bringing independent practices the latest technological advances to differentiate your brand and provide better vision solutions for your patients.

- Economical lenses to suit any budget
- Comfortable design to suit most lifestyle needs
- Wide fields of view with freeform technology



Optimization for individual prescriptions



Wider viewing area for both myopic and hyperopic patients



Sharper, clearer, distortion-free viewing



Superior vision at all distances



Larger cut outs make clear and sun options easy to order

HOYA BKS Technology™ leverages HOYA's best-in-class Free-Form technology and quality allowing for a complete backside line of surfaced lenses offering wider availability at an affordable price for your patients. BKS Technology applies HOYA Free-Form backside surfacing technology to ANY semi-finished single vision lens, in ANY material, allowing your practice to offer the greatest selection of lens options and easy duplication across multiple pairs of clear or sun lenses.

Conventional progressive lenses are optimized for only one prescription per base curve. HOYA Free-Form surfacing technology applies both aspheric and atoric curves to the backside of the BKS lenses, optimizing ALL prescriptions within each base curve.

HOYA Transmittance Control 3D Design Software:

- Models nearly every scenario of how human eyes truly see with each prescription
- Compensates for differences between wearing position and refracting position
- Modifies and enhances lens design for optimal intermediate and reading area placement
- Balances design symmetry for better binocular vision and reduces unwanted astigmatism

BKS lenses provide an adaptive design that is optimized for hyperopes, myopes and astigmatics, for superior ergonomics of near, mid and distance sight which delivers natural, comfortable viewing and head movement.

HOYA