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Japan's Kubota to introduce myopia management device in Thailand

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Japanese pharmaceutical company Kubota Pharmaceutical Holdings Co., Ltd. will introduce Thailand to its groundbreaking myopia management device, Kubota Glass, at Bangkok.

Thailand is facing a growing myopia challenge, with studies reporting that over 60% of young adults are already myopic—among the highest rates observed in Southeast Asia. This pattern reflects the wider regional concern, where nearly half of the world's population is projected to be myopic by 2050.

Kubota Glass employs proprietary AR X optical technology developed in Japan, which projects actively stimulated defocus onto the retina to suppress myopia progression. The device requires only two hours of daily wear, making it highly practical for Thai children's busy schedules while maintaining rigorous safety standards in compliance with ISO 15004-2 for ophthalmic instruments.

The World Optical Fair Bangkok 2025 exhibition will give Thai ophthalmologists, optical shop owners, and optometrists exclusive access to experience this cutting-edge technology firsthand. Early adoption of Kubota Glass represents not only a solution to meet growing patient needs, but also a significant competitive advantage for eye care professionals in Thailand's rapidly growing optical and ophthalmic markets.

Kubota is exploring opportunities to establish partnerships with Thai optical chains, eye hospitals, and independent practitioners as part of their regional expansion strategy.