// PROGRESSIVE LENSES
MADE BY ZEISS

The moment you're ready to face
the challenges of today's world.
The all-new ZEISS Progressive Lens portfolio.

ZEISS

We make it visible.

Whatever your eyes need to see in today's world, ZEISS provides the solution.

The world is undergoing a process of rapid change and our vision needs are changing accordingly. However, our eyes have not evolved so quickly. With the new ZEISS Progressive Lens portfolio, we actively respond to the different trends and arising consumer needs – in order to provide better vision.

1 Trend

Digital devices are challenging our daily life

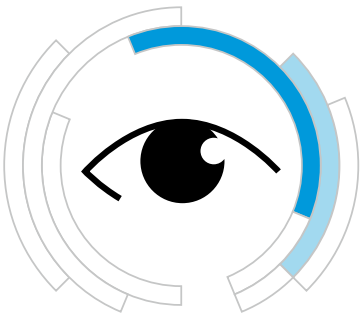
- Digital devices require a closer reading distance than books or any other print media
- Fast and dynamic eye movements – from near to far and back, all day long – need to be considered

2 Trend

Fashion trends are constantly evolving

- Rapid changes occur in frame fashion – with new shapes and sizes
- Allowing for new (e.g. larger) frame sizes and learned eye movement behaviour is the key to delivering best optics and fast adaptation with any frame

The new ZEISS Progressive Lenses portfolio



1 Precision Pure

Optimised for the eyes

Digital Inside™ Technology

Pure vision with enhanced performance for the digital world.

2 Precision Plus

Optimised for the eyes + frame

Adaptation Control™ & FrameFit+® Technology

Precision optics with any frame.

Trend 3

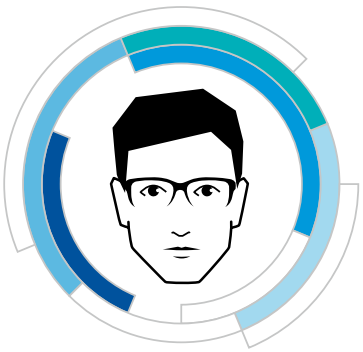
Technology that matches our anatomy

- The anatomy of the patient's face can have an impact on their vision with their chosen spectacles
- Taking into account your patient's physiological facial parameters ensures best vision potential

Trend 4

Individual activities call for tailor-made solutions

- More and more people are asking for a tailor-made solution
- Taking into consideration the wearer's daily activities ensures the best natural vision in any situation.



3 Precision Superb

Optimised for the eyes + frame + face

FaceFit™ Technology

Physiologically fitted to the wearer's face.

4 Individual 2

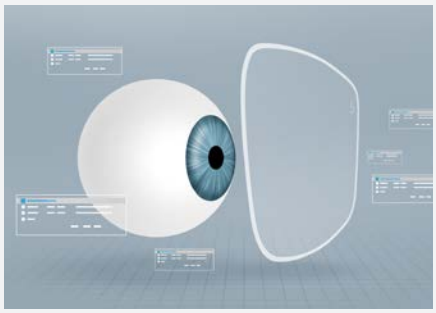
Optimised for the eyes + frame + face + main daily activities

IndividualFit™ & Luminance Design® Technology

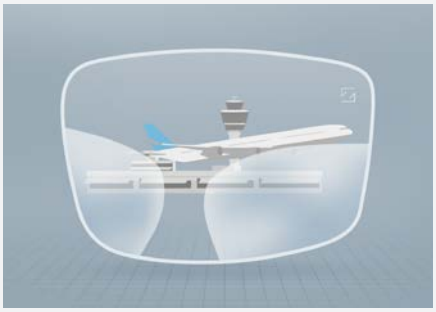
Tailor-made to fit all individual requirements.

The three pillars of the Precision Progressive Range.
ZEISS Precision Technology.

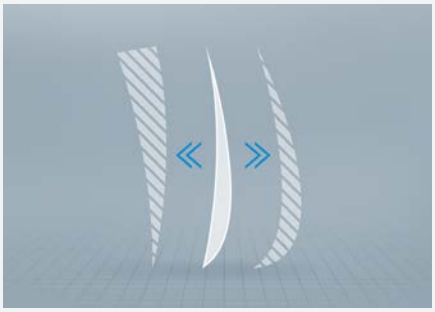
❶ Clear Optics



❷ Dynamic Optics



❸ Thin Optics

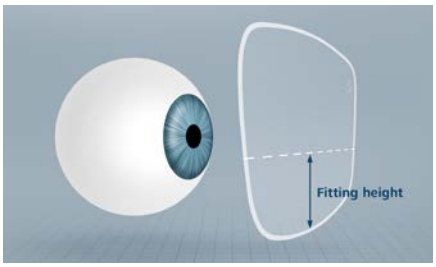


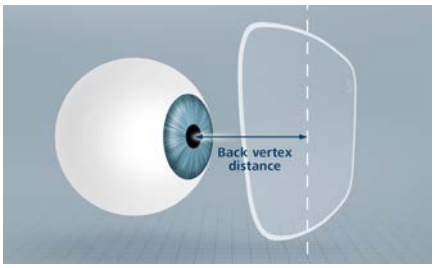
❶ **Clear Optics:** ZEISS Precision

Clear Optics is the promise of high accuracy by including patient data and position of wear parameters during lens production. This is achieved through:

- Advanced lens-eye-model with ZEISS CORE technology
- Precise point-by-point calculation
- Advanced freeform production

Result: Sharp vision at every distance.



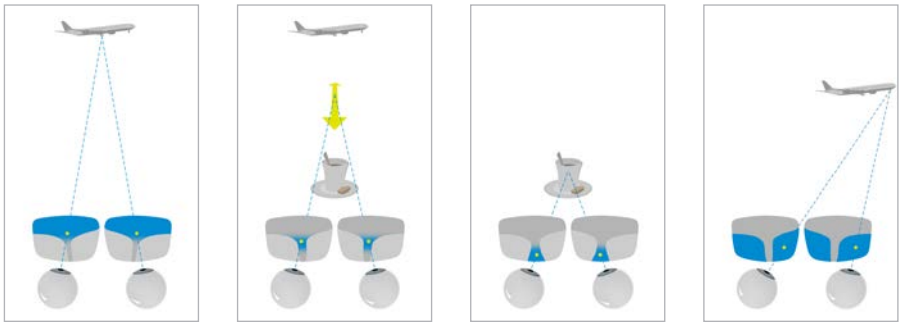


❷ **Dynamic Optics:** ZEISS Design Philosophy

Dynamic optics is based on the simulation of binocular vision, behaviour and synchronisation of the both eyes. This results in:

- Large clear distance zone
- More natural progression of power
- More comfortable near vision
- Improved peripheral vision

Result: Strain-free and good dynamic vision with fast focus in any distance and direction

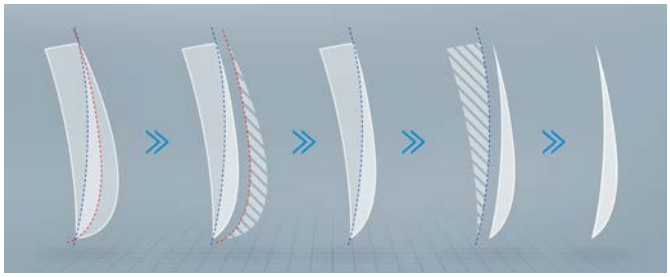


❸ **Thin Optics:** ZEISS Lens Aesthetics

Thin optics is based on delivering the best balance between optics and thin and light lenses with advanced thickness optimsation algorithms and flexible base curve adaption. This results in:

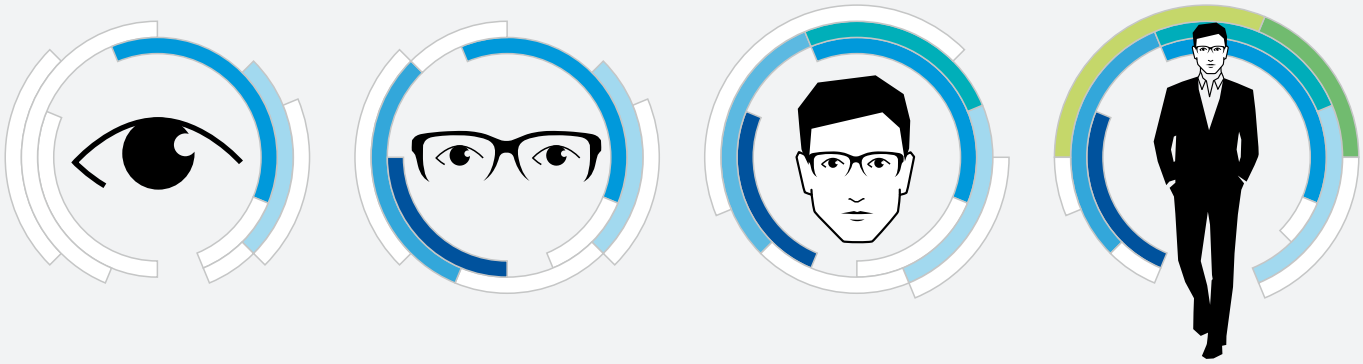
- Thinner lenses
- Lighter lenses
- Lenses designed to perfectly fit the frame

Result: Best balance between optics and thin and light lenses



ZEISS Precision Progressive Range Technology Overview

Tailor-made to fit all vision requirements.



	Precision Pure	Precision Plus	Precision Superb	Individual 2
	Optimised for the eyes	Optimised for the eyes + frame	Optimised for the eyes + frame + face	Optimised for the eyes + frame + face + main daily activities
IndividualFit™ Technology				•
Luminance Design™ Technology				•
FaceFit™ Technology			•	•
Adaptation Control™ Technology		•	•	•
FrameFit+® Technology		•	•	•
Digital Inside™ Technology	•	•	•	•
Precision Technology	•	•	•	•

All ZEISS Progressive Lenses are now available with **i.Scription® Technology** for more precise vision, even at night.

Keep an eye out for the digital product animations on our website or download the ZEISS Progressive Lenses app.

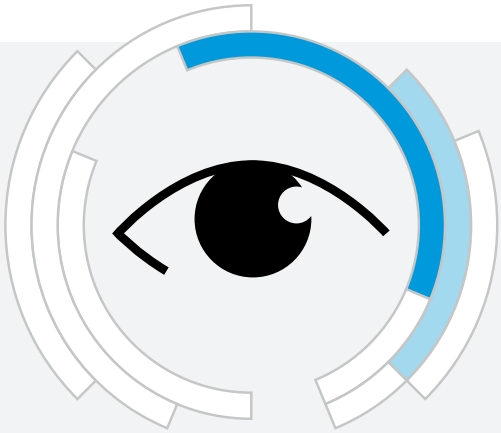
http://www.zeiss.com.au/precision-progressives

Digital devices are challenging our daily life.

ZEISS Progressive Lens Precision Pure responds to the vision requirements of users.

Now with the world's first **Digital Inside™ Technology**

One of the main trends in today's world is the increased use of digital devices. Interaction with computers, mobile phones and tablets has become embedded in our working and personal lives over the past few years.

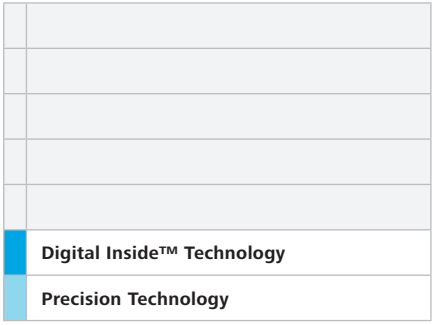


Optimised for the eyes

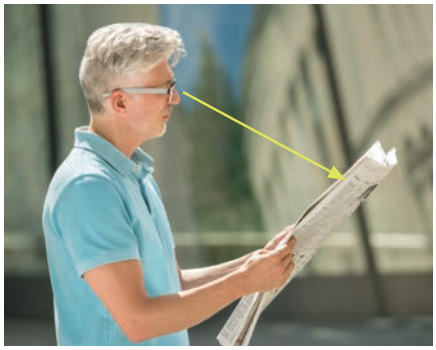
Human eyes are challenged like never before

The reading distance when using digital devices is closer than with books or any other print media. Eye movements are fast and dynamic, from near to far and back, all day long. This must be taken into consideration in order to avoid severe eye strain and fatigue.

The world's first progressive lens to feature Digital Inside™ Technology responds to the increased digitalisation of our lifestyles. It provides strain-free, sharp vision on digital devices and good dynamic vision with fast focus at different distances.

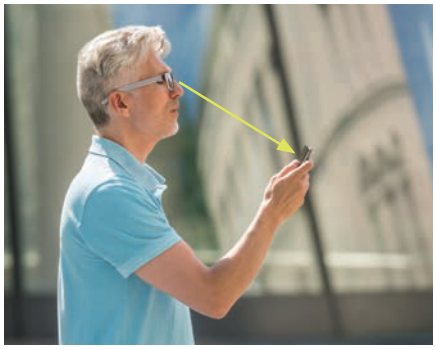


What is the problem with conventional progressive lenses in today's world?



Progressive lens optimised for conventional reading behaviour:

Near vision zone and inset adjusted for reading distance with print media.



Progressive lens not optimised for digital reading behaviour:

Near vision zone is not compatible with the shorter reading distance needed for digital devices.

The result: an unnatural head and body posture is required to move digital devices into the sharp and clear near vision zone.

ZEISS Progressive Lens Precision Pure.

Pure vision with enhanced performance for the digital world.

ZEISS Progressive Lens Precision Pure responds to this new challenge with enhanced vision for the digital world

Digital Inside™ Technology
Progressive lens optimised for conventional and digital reading behaviour:

Near vision zone is extended vertically and horizontally for both reading distances – conventional print media and digital devices.

The result: relaxed and natural head and body posture.

Benefits

Main benefits for consumers:

- Strain-free and sharp vision for print media and digital device usage for people aged 40+
- Fast focus and good dynamic vision all day long, even for the challenges of today's world
- Thin and light lenses
- Built on ZEISS Precision Technology

Benefits for your practice:

- The first progressive lens with Digital Inside™ Technology to address the visual needs of consumers using digital devices
- For people over 40 – a broad target group with high purchasing power
- Higher profit margin compared to 'unbranded' progressives
- Satisfied customers who are seeking all-round, high-quality progressive lenses with good cosmetic properties

Fashion trends are constantly evolving.

ZEISS Progressive Lens Precision Plus responds to the desires of today's patient frame choices.

Fashions trends today are changing rapidly.

Spectacle frame fashion is keeping pace – resulting in newer styles, shapes and sizes.

Optimised for the eyes + frame

Human eyes are challenged like never before

Research has revealed that the majority of consumers first select a frame, then choose their spectacle lenses. But not all progressive lenses fit in all frames: limited freedom of frame choice or vision impairment are often the result. Fifty percent of progressive lens wearers experience limited frame choice.*

In pursuit of fashionable frames, wearers are changing frame styles more frequently, from small to large frames and vice versa. Eye movement behaviour learned from the previous spectacles has to adapt each time a new frame with a new size or shape is purchased. This should be taken into account when a progressive lens is dispensed.

ZEISS Progressive Lens Precision Plus responds to this challenge with freedom of frame choice, without impairment of vision and ensuring fast adaptation to the lenses. It is built upon two technologies:

- **Adaptation Control™ Technology**
- **FrameFit+® Technology**
- **Digital Inside™ Technology**
- **Precision Technology**

1 FrameFit+® Technology

2 Adaptation Control™ Technology

World Innovation

* External market research with 1,000 progressive lens wearers in Germany and USA (2014)

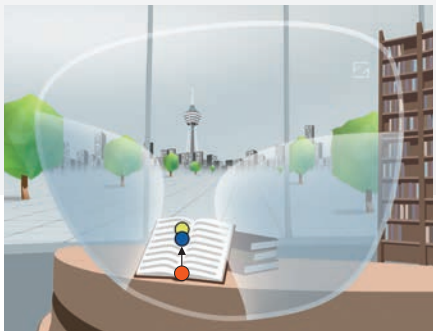
ZEISS Progressive Lens Precision Plus.

Precision optics with any frame.

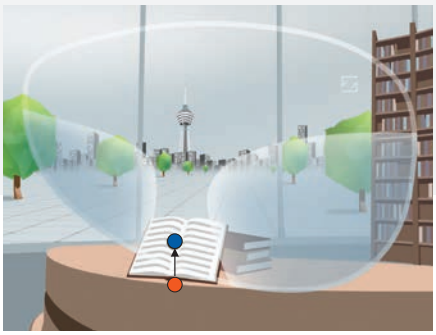
The world's first **Adaptation Control™ Technology**

Adaptation Control™ Technology provides an optimised corridor, adapted to the wearer's learned eye declination

Adaptation Control™ Technology takes into account the eye declination (vertical eye movement behaviour). It compares the previous frame with the new fitting height and addition power in order to create a convenient eye declination and near zone location.

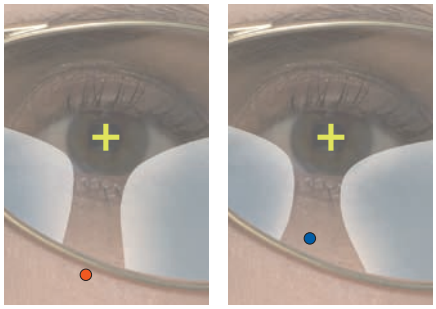


Optimised design with Adaptation Control™ Technology



Optimised design with FrameFit+® Technology

○ Accustomed eye declination ● Conventional calculated near point ● Optimised near point



FrameFit+® Technology is essential for better vision

Not all progressive lenses fit in all frames. ZEISS ensures that progressive lens wearers experience better vision – no matter the choice of frame.

FrameFit+® Technology takes into account the lens size and frame shape to avoid the near zone being cut out in unusual shaped frames and to correctly position the near zone in shallow frames. The wearer always enjoys maximum range of vision with every frame size.

● **Without FrameFit+® Technology:** Near vision zone is cut out.
● **With FrameFit+® Technology:** Near vision zone is within the frame – even in special aviator frame shapes.

Benefits

Main benefits for consumers:

- Fast adaptation to the lenses – in any frame
- Strain-free and sharp vision for print media and digital device usage for people aged 40+
- Fast focus and good dynamic vision all day long, even for the challenges of today's world
- Thin and lightweight lenses

Benefits for your practice:

- Sell more frames to one patient without worrying about lens design or non adaption thanks to world innovative Adaptation Control Technology
- FrameFit+® Technology ensures personal style without compromising visual quality
- Features Digital Inside™ Technology to address the visual needs of consumers using digital devices
- Broad target group with high purchasing power

The optimum corridor can be automatically calculated with the aid of the new ZEISS Progressive Lens ACT app. Download it today at:

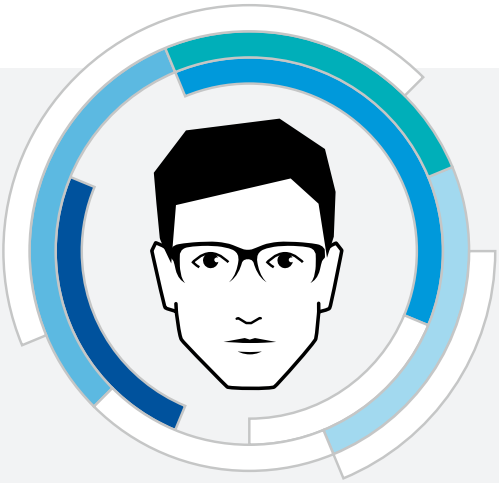
Available on the iPhone App Store

ANDROID APP ON Google play

Technology that matches our anatomy.

ZEISS Progressive Lens Precision Superb responds adaptively to evolving consumer needs.

The uniqueness of the human body is one of the many factors influencing product development today, with an increasing demand for products that can adapt to our anatomy.



Optimised for the eyes + frame + face

An overall approach to the eyes and anatomy

The anatomy of individuals differs – and no two faces are alike.

If a spectacle lens is not fitted to the wearer's physiological facial parameters, they may not be able to experience the full potential of 3D vision, which is essential for good distance perception. Research shows that 50% of progressive lens wearers experience problems with either clear distance vision, peripheral distortions or limited 3D vision, and/or may also have difficulty judging distances.*

ZEISS Progressive Lens Precision Superb responds to this challenge with a solution that provides an optimum match of the eye-lens-frame system to your anatomy.

FaceFit™ Technology
Adaptation Control™ Technology
FrameFit+® Technology
Digital Inside™ Technology
Precision Technology

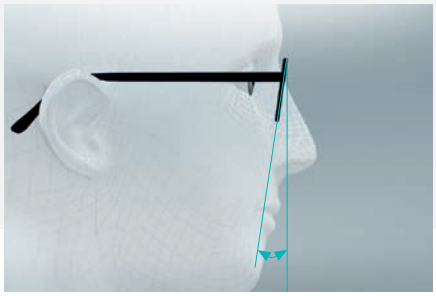
* External market research with 1,000 progressive lens wearers in Germany and USA (2014)

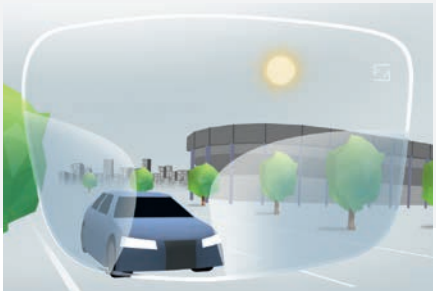
ZEISS Progressive Lens Precision Superb.

Physiologically fitted to the wearer's face.

FaceFit™ Technology unlocks the full potential of 3D vision

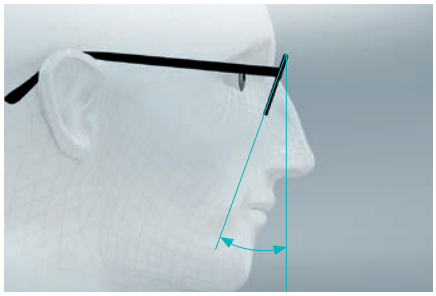
FaceFit™ Technology optimises the vision zones based on data for the frame, for the position of the eyes and the fit of the frame on the nose and ears. With this precise information, lens zone sizes can be improved and the 3D vision potential fully utilised.

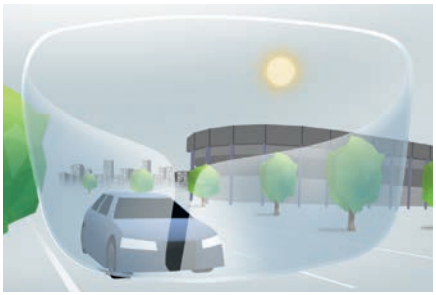




Standard lens design optimised to default position of wear parameters:

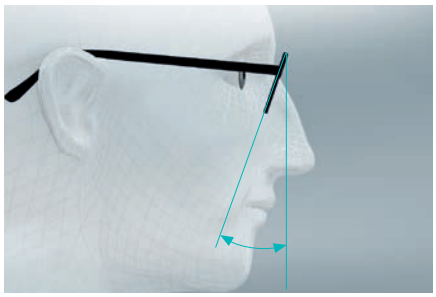
- Only if your patient's facial anatomy matches the default parameters will they experience their full vision potential when looking through the progressive lens.

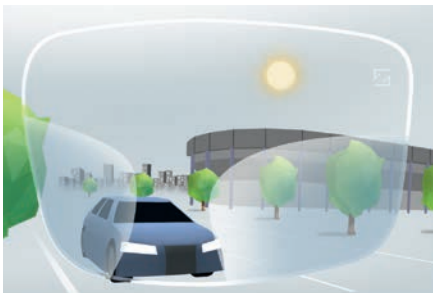




Standard lens design on a face with non-standard position of wear parameters:

- Compromised vision experience when looking through the progressive lens
- Limited 3D vision potential





Lens design with FaceFit™ Technology on a face with non-standard position of wear parameters:

- Full vision experience without visual compromises, as the lens is optimised for the face
- Full utilisation of 3D vision and enhanced distance perception for the wearer

Benefits

Main benefits for consumers:

- Better vision with full utilisation of 3D vision
- Fast adaptation to the lenses – in any frame
- Strain-free and sharp vision when using print media or digital devices for people aged 40+
- Fast focus and good dynamic vision all day long, ideal for the challenges of today's world
- Thin and light lenses

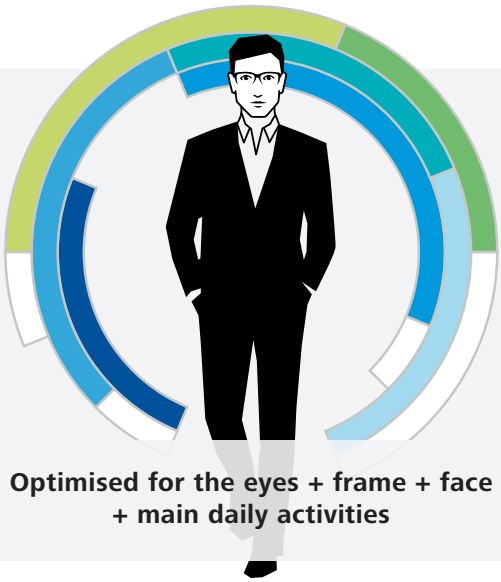
Benefits for your practice:

- More satisfied customers by taking into account the unique physiology anatomy of their face
- Sell more frames to one patient without worrying about lens design or non adaption thanks to world innovative Adaptation Control™ Technology
- FrameFit+® Technology ensures personal style without compromising visual quality
- Features Digital Inside™ Technology to address the visual needs of consumers using digital devices

Individual activities call for tailor-made solutions.

ZEISS Progressive Lens Individual 2 responds to personal needs.

Everyone is an individual and enjoys different activities in their day to day lives. More and more people are asking for a solution tailored made to them.



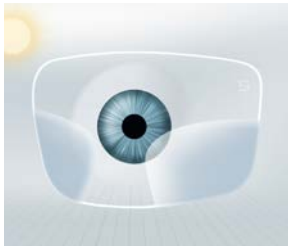
Optimised for the eyes + frame + face + main daily activities

The eyes should be looked at as part of a whole person

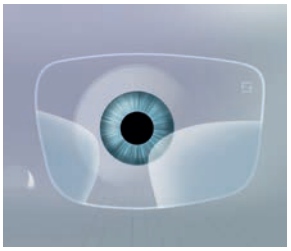
No person is alike – individuals differ not only in their anatomy. Style and visual preference are closely linked to their way of life. A progressive lens should not only be suited to the wearer's physiology but also to their main daily activities.

ZEISS Progressive Lens Individual 2 responds to this challenge with a solution that delivers best natural vision in any situation.

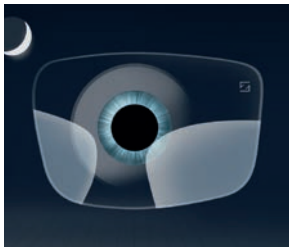
IndividualFit™ Technology
Luminance Design® Technology
FaceFit™ Technology
Adaptation Control™ Technology
FrameFit+® Technology
Digital Inside™ Technology
Precision Technology



Small pupil during the day



Mid-size pupil in mesopic conditions



Large pupil at night

Luminance Design™ Technology

Knowing that pupil size changes in different light conditions, the new Luminance Design™ Technology factors in an average pupil size of 3.3 mm. It calculates the lens design bundle by bundle, rather than point by point, optimising the astigmatism and higher-order aberrations of the lens and providing best natural vision in all lighting conditions.

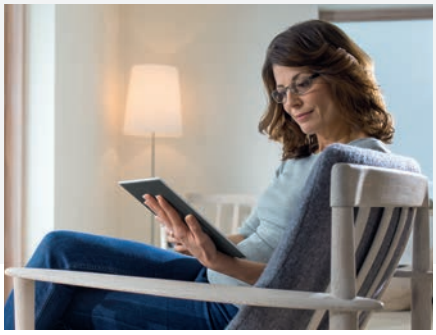
This can further be enhanced with i.Scription® Technology by taking into account the patient's true refraction changes from day to night.

ZEISS Progressive Lens Individual 2.

Tailor-made to fit all individual requirements.

IndividualFit™ Technology

IndividualFit™ Technology takes into account the patient's main daily activities and provides a choice of three Individual 2 lens designs to suit the wearer's needs.



Near:

Optimised design for prolonged near-vision activities.

- Optimum near vision zone
- Wide distance vision zone maintained
- Good intermediate vision zone

Active (Intermediate):

Optimised design for dynamic and intermediate activities.

- Optimum intermediate vision zone
- Wide distance vision zone maintained
- Good near vision zone

Balanced:

Optimised design for all-round activities.

- Balanced vision ranges
- Wide distance, intermediate and near vision zones

In addition, ZEISS Progressive Lens Individual 2 incorporates the individually measured reading distance and the individual wrap angle within the lens design.

Benefits

Main benefits for consumers:

- Best natural vision tailor-made for to individual and their main daily activities, day and night
- A selection of design profiles to match the wearer's main daily activities
- Better vision with full utilisation of 3D vision
- Fast adaptation to the lenses – in any frame
- Strain-free and sharp vision for print media and digital device usage for people aged 40+
- Fast focus and good dynamic vision all day long, even for the challenges of today's world
- Thin and light lenses

Benefits for your practice:

- Highest level of personalised customer care
- Distinguishes your practice by offering cutting edge technologies and world innovations
- Sell more frames to one patient without worrying about what lens design or non adaption thanks to world innovative Adaptation Control™ Technology
- Personal lifestyle can be fulfilled without compromising visual quality
- FrameFit+® Technology ensures personal style without compromising visual quality
- Features Digital Inside™ Technology to address the visual needs of consumers using digital devices

ZEISS Progressive Lenses Availability

Availability Range

○ Clear ● Tinted ◪ PhotoFusion ▼ Transitions ☼ Polarised

	Precision Pure	Precision Plus	Precision Superb	Individual 2
Organic 1.50	○ ● ◪ ▼ ☼	○ ● ◪ ▼ ☼	○ ● ◪ ▼ ☼	○ ● ◪ ▼ ☼
Organic 1.60	○ ● ◪ ▼ ☼	○ ● ◪ ▼ ☼	○ ● ◪ ▼ ☼	○ ● ◪ ▼ ☼
Organic 1.67	○ ● ◪ ▼ ☼*	○ ● ◪ ▼ ☼*	○ ● ◪ ▼ ☼	○ ● ◪ ▼ ☼
Organic 1.74	○	○	○	○
Trivex 1.53		○ ▼ ☼	○ ▼ ☼	○ ▼
Mineral 1.60				○ ● ◪
Mineral 1.80				○ ●

For further information on detailed power ranges please check your price list.

*From October 2015 onwards (polarised only)

Fitting heights

	Precision Pure	Precision Plus	Precision Superb	Individual 2
Corridor length (FrameFit® value)	3 fixed corridor lengths: 10 mm/12 mm/14 mm	Specified FrameFit® value (from -1 to 6) or variable corridor length	Specified FrameFit® value (from -1 to 6) or variable corridor length	Specified FrameFit® value (from -1 to 6) or variable corridor length
Minimum fitting heights	14 mm/16 mm/18 mm	14 mm and greater	14 mm and greater	14 mm and greater

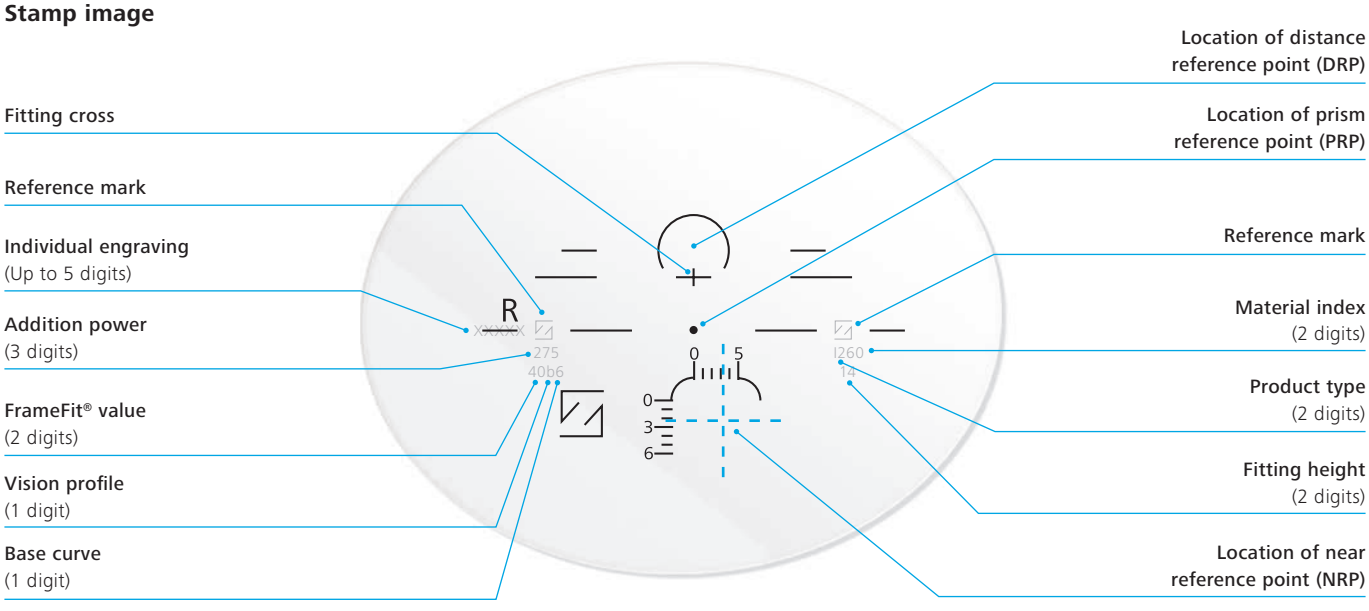
For more reading comfort we recommend adding 2 mm to the minimum fitting height, especially for higher plus powers (>0.75D).

Order parameters for lens optimisation

		Precision Pure	Precision Plus	Precision Superb	Individual 2
Prescription		●	●	●	●
Physiological position of wear data For more precise measurements use i.Terminal Technology	Fitting height	●	●	●	●
	Monocular PD	●	●	●	●
	FrameFit® value		○	○	○
	Back vertex distance (default = 12 mm)			○	○
	Pantoscopic tilt (default = 9°)			○	○
	Wrap angle (default = 6.5°)				○
Individual preferences	Vision profile based on main daily activity				○
	Reading distance				○
Frame data Please provide this data for thinner, lighter, more cosmetically pleasing lenses.	Frame Depth	●	●	●	●
	Frame Width	●	●	●	●
	Eye Size	●	●	●	●
	Frame shape	●	●	●	●
Adaptation Control Technology Software			●	●	●

● Required ○ Optional but recommended

Stamp image



The position of the near reference point is specified with the inset (horizontal position) and the FrameFit® value (vertical position). Both values are on the lens bag.

The moment you see something you couldn't before.
This is the moment we work for.

How will doctors treat their patients in the future? What role will photos and videos play in the communications of tomorrow? Just how far can the miniaturisation of semiconductor structures go? These and many other questions are what constantly propel ZEISS to new heights of excellence.

As a pioneer of innovative technology and one of the global leaders in the fields of optics and opto-electronics, ZEISS has always challenged the limits of human imagination.

With its trend-setting products and solutions for use in medicine, ZEISS sets the pace around the globe. Both doctors and patients benefit from these leading-edge technologies. One outstanding example is the INTRABEAM® radiotherapy system which may offer breast cancer patients considerably gentler and shorter treatment.

Razor-sharp images in The Lord of the Rings, the most successful movie trilogy of all time, or the crystal-clear image enjoyed by nature watchers through their binoculars or spotting scope – ZEISS reveals fascinating details every time.

In the area of semiconductor manufacturing technology, ZEISS is constantly advancing into even tinier dimensions. Solutions from ZEISS come into play in over half of all modern microchips produced worldwide. Wherever high precision is a must, measuring systems and software solutions from ZEISS contribute to ensure maximum standards of quality: airplanes become safer, cars faster and wind turbines – the future of power supply – more efficient.

Around the globe, two people per second decide to purchase eyeglass lenses from ZEISS. With its focus firmly on the future, the business group, Vision Care by ZEISS, develops innovative lenses – like the revolutionary Digital Lenses that are specially designed to help tired and strained eyes cope with the challenges of using digital devices.

This passion for perfection is the driving force behind all the company's business groups. With this goal always in sight, ZEISS creates consumer benefits and inspires the world to see things that were invisible before.

Creating a ZEISS lens requires cutting-edge technology, innovation, precision and a lot of experience. The ZEISS Miracle Inside Film gives some idea of the many different stages in a process that ultimately enables people to enjoy natural vision with ZEISS lenses. Scan the QR code to discover how your lenses are shaped by precision and technology.

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ZEISS

We make it visible.