

// PROGRESSIVE LENSES

MADE BY ZEISS



QF	30	ROME	12:30
XA	104	NEW YORK	12:30
CX	7935	PARIS	13:20
LH	8257	BERLIN	13:40
JK	9538	LOS ANGELES	13:50
AC	6482	HELSINKI	13:50
SR	7639	LONDON	14:15
FV	5422	NEW YORK	14:37
TU	7365	LOS ANGELES	15:25
UA	7965	MADRID	15:40
LH	1247	ROME	16:10
JK	8061	BEIJING	16:20
CX	0675	BERLIN	16:50
QF	385	HELSINKI	17:00
AC	7528	PARIS	
TU	5432	HONG KONG	
FV	6677		
UA	3369		
SR	9452		

Now with
the world's first
Digital Inside™
Technology

The moment you're ready to face
the challenges of today's world.

The all-new ZEISS Progressive Lens Technology.



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

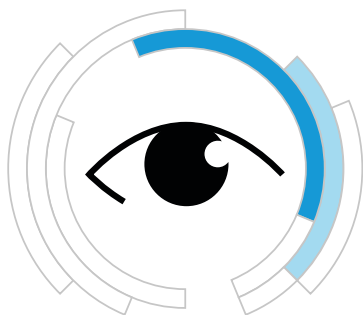
2 Trend

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

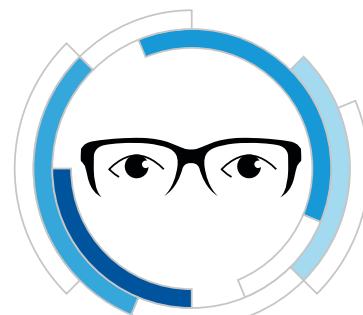


1 Precision Pure

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

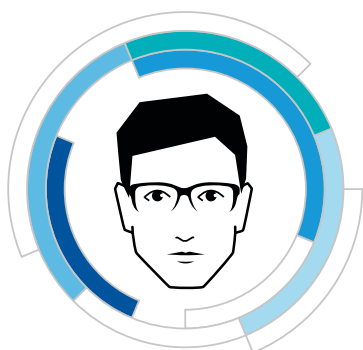
Technology that matches our anatomy

- 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

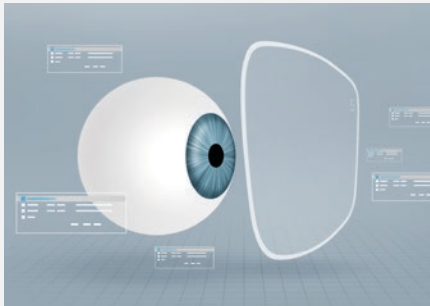
IndividualFit™ & Luminance Design® Technology

Tailor-made to fit all individual requirements.

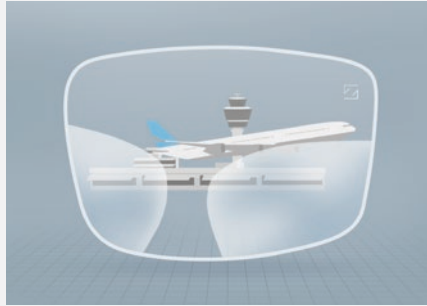
The three pillars of the Precision Progressive Range.

ZEISS Precision Technology.

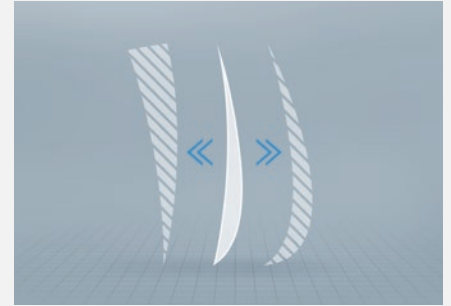
1 Clear Optics



2 Dynamic Optics



3 Thin Optics

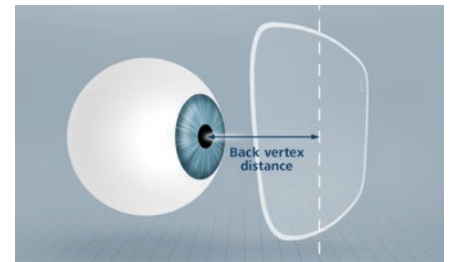
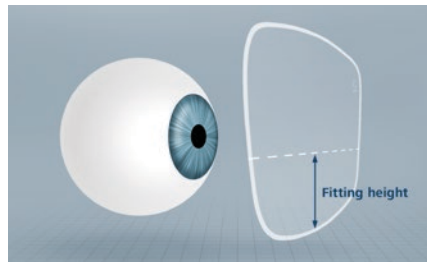


1 Clear Optics: ZEISS Precision

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.

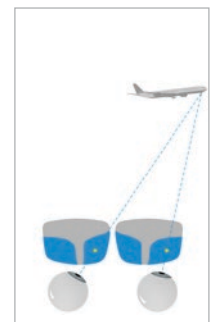
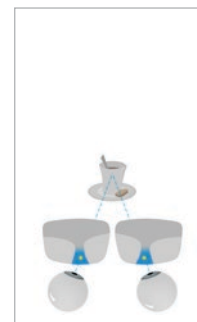
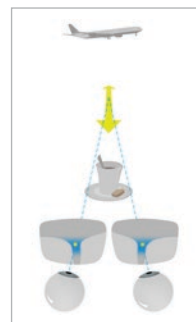
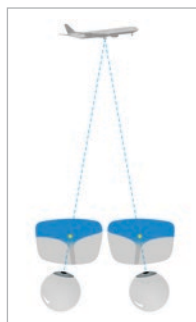


2 Dynamic Optics: ZEISS Design Philosophy

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

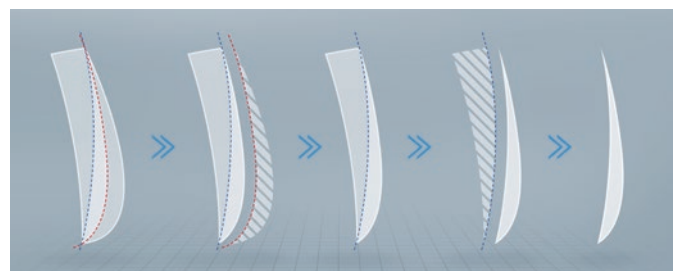


3 Thin Optics: ZEISS Lens Aesthetics

Thin optics is based on delivering the best balance between optics and thin and light lenses with advanced thickness optimisation 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



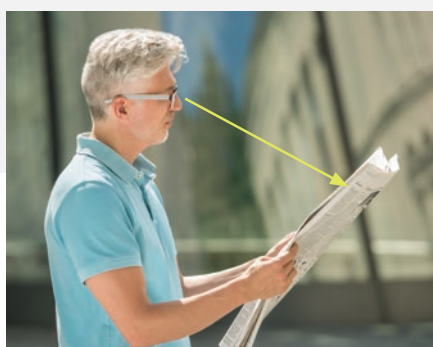
Digital devices are challenging our daily life.

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

Human eyes are challenged like never before

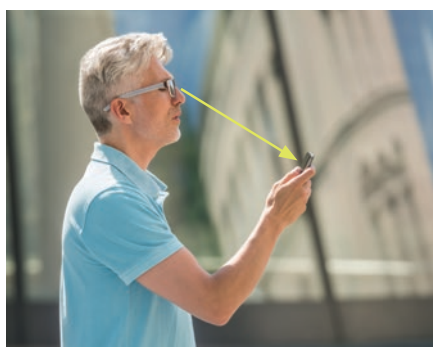
The reading distance when using digital devices is closer than with books or any other print media. Eye movements are fast and dynamic, from near to far and back, all day long. This must be taken into consideration in order to avoid severe eye strain and fatigue.

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 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.

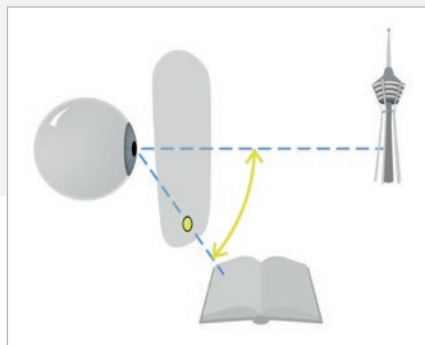
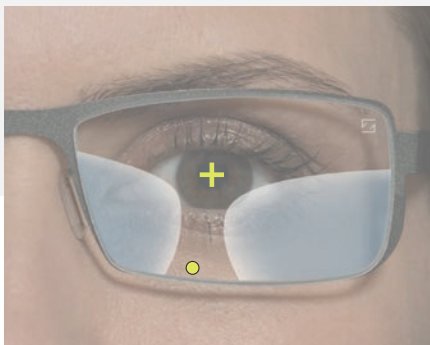
Fashion trends are constantly evolving.

ZEISS Progressive Lens Precision Plus with Adaptation Control™ Technology and FrameFit™ Technology.

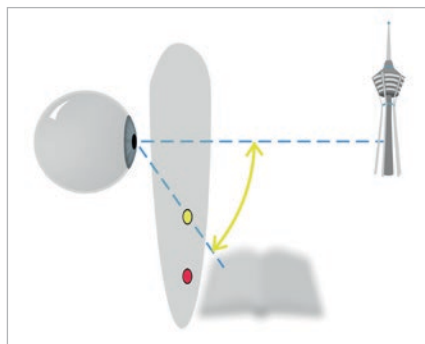
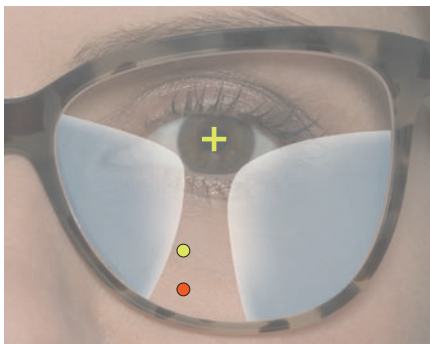
Adaptation Control™ Technology provides an optimised corridor, adapted to the wearer's learned eye declination

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.

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

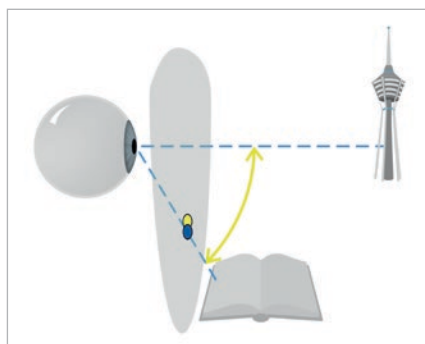
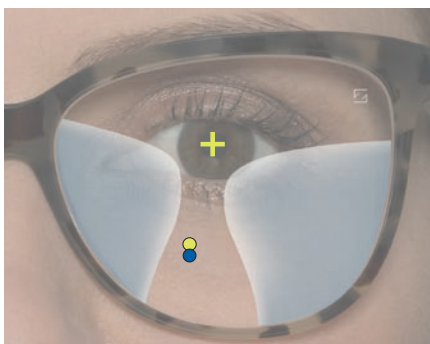


The progressive lens wearer is accustomed to a certain eye movement from far to near zone and vice versa with his or her current progressive lenses.



New bigger frame without Adaptation Control™ Technology:

- The brain guides the eye to the accustomed eye declination, but the calculated new near zone location is lower
- The wearer must get used to the new near zone location



New bigger frame with Adaptation Control™ Technology:

- The new corridor is optimised for the learned eye declination providing a more convenient location of the near zone
- Fast adaptation in any frame

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

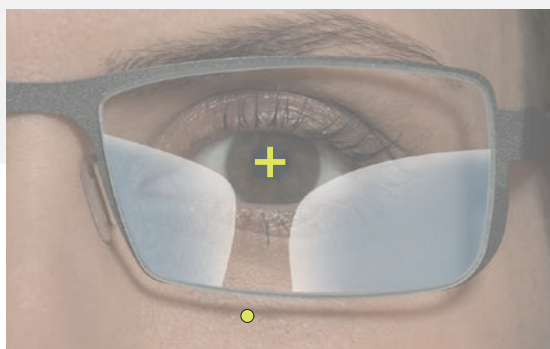


FrameFit+® Technology is essential for better vision

Not all progressive lens designs fit in all frames.

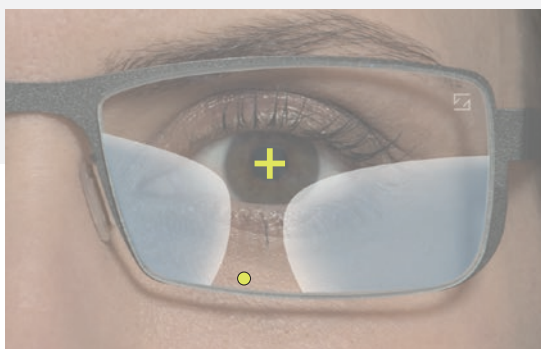
ZEISS ensures that progressive lens wearers experience better vision – no matter the choice of frame.

Frame size



Without FrameFit+® Technology:

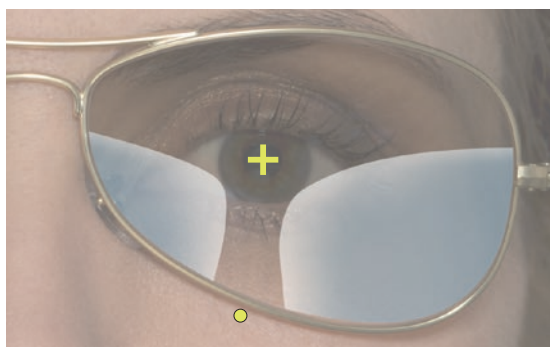
Near zone cannot be positioned within a small frame.



With FrameFit+® Technology:

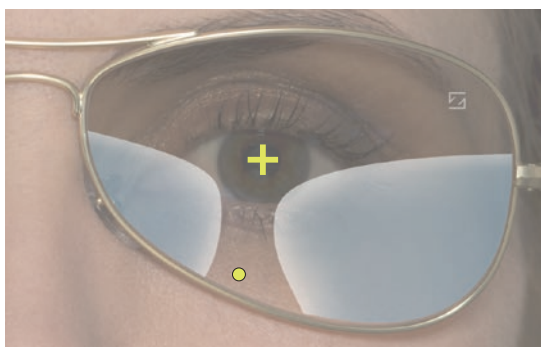
The wearer always enjoys maximum range of vision – with every frame size.

Special frame shapes



Without FrameFit+® Technology:

Near vision zone is cut out.



With FrameFit+® Technology:

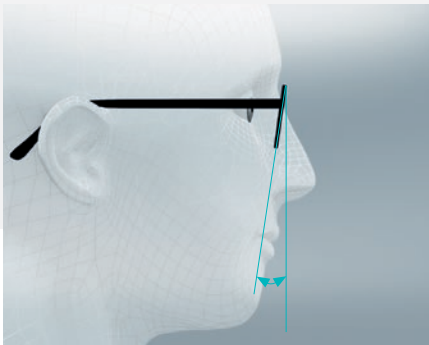
Near vision zone is within the frame – even in special aviator frame shapes.

Technology that matches our anatomy.

ZEISS Progressive Lens Precision Superb with FaceFit™ Technology.

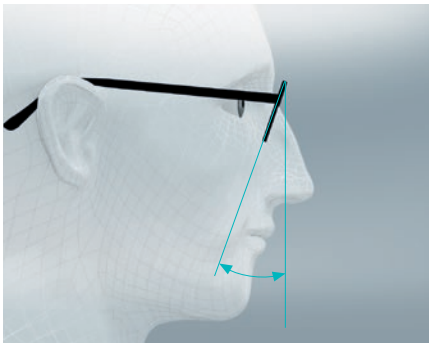
FaceFit™ Technology unlocks the full potential of 3D vision

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.



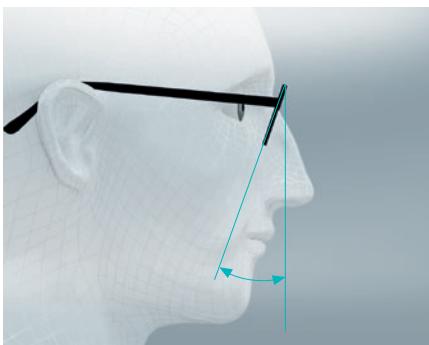
Standard lens design optimised to default position of wear parameters:

- 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



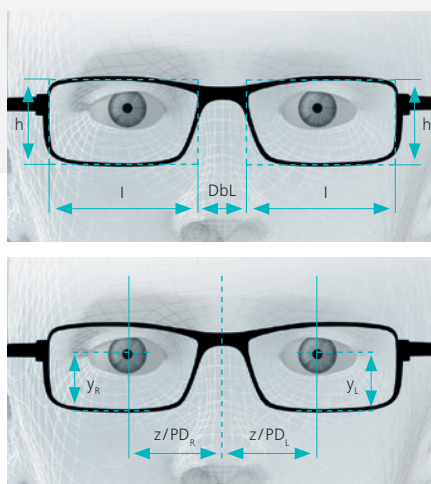
Lens design with FaceFit™ Technology on a face with non-standard position of wear parameters:

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

Optimised vision zones through physiological wearer parameters

No two faces are alike. Every nose, every ear is different. There is even a difference between the location of your left and right eye on your face. ZEISS Progressive Lens Precision Superb is precisely fitted to the following physiological parameters of the face:

Position of the pupil behind the lens



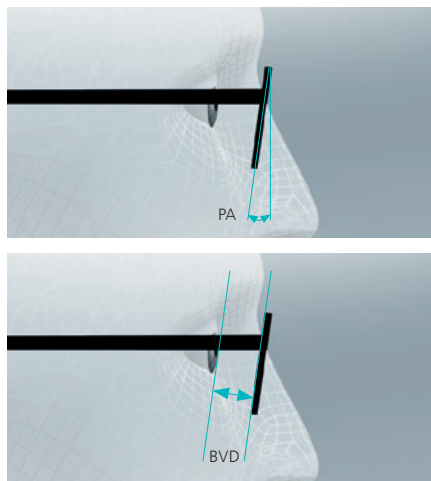
Frame data

By having relevant data such as the frame size and shape ensures optimum zones are customised for the specific frame resulting in better optical and aesthetic performance.

Fitting height and pupil distance

The correct fitting height allows for any frame size and enables the lens to be designed accordingly. A precise measurement of the monocular pupil distance ensures the perfect location of the near zone.

Fit of the frame on the nose and ears



Pantoscopic angle

The pantoscopic angle (the angle of the tilted lens versus the vertical axis in the final position of wear) must be considered in the lens calculation in order to minimise optical errors and blurred vision.

Back vertex distance

Measuring the back vertex distance (distance between the cornea and the back lens surface) is the basis for simulating eye movement behind the lens and optimising and sharpening the horizontal fields of vision.

By using i.Terminal Technology by ZEISS, all fitting measurements can be taken in a fast, simple and precise manner.

h = Frame height
I = Frame length
DbL = Distance between lenses

y_{R/L} = Fitting height right/left eye
z/PD_{R/L} = Pupil distance right/left eye

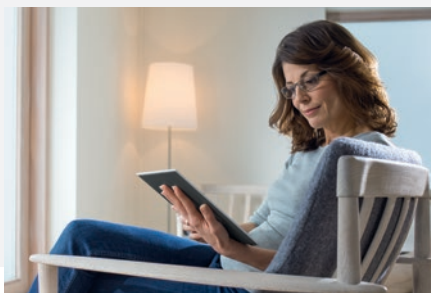
PA = Pantoscopic angle
BVD = Back vertex distance

Individual activities call for tailor-made solutions.

ZEISS Progressive Lens Individual 2 with Luminance Design Technology and IndividualFit™ Technology

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.

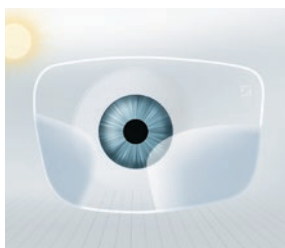
- Balanced vision ranges
- Wide distance, intermediate and near vision zones

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

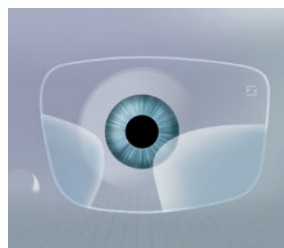
Luminance Design™ Technology

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.

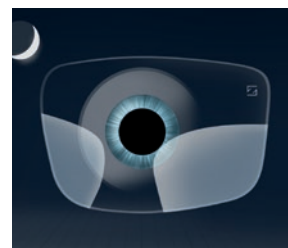
This can further be enhanced with i.Scription® Technology by taking into account the patients true refraction changes from day to night.



Small pupil during the day



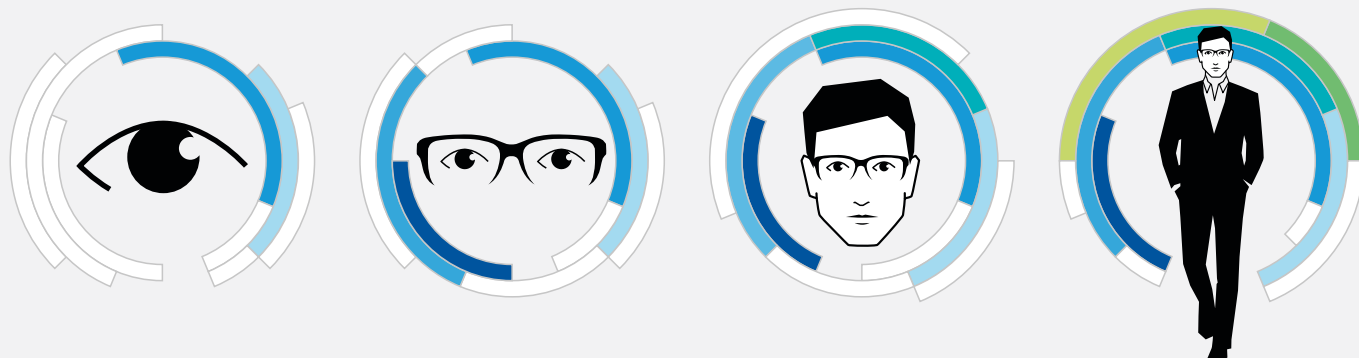
Mid-size pupil in mesopic conditions







Large pupil at night

ZEISS Precision Progressive Range Technology Overview

Tailor-made to fit all vision requirements.



	Pure 	Plus 	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>

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.

ZEISS Customer Service

SA, VIC, TAS,
NT & WA Labs: 1800 882 041
NSW Lab: 1800 096 554
QLD Lab: 1800 096 558
NZ Lab: 0508 765 271
czvacustomerservice@zeiss.com



We make it visible.