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**Let's celebrate 100 years of better vision.
The innovative ZEISS portfolio to boost
your business.**

**See more. Live more.
ZEISS precision lenses.**

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100 years of better vision.

The ZEISS story began in 1846 when we started to become a leading name in many different areas of precision optics. In 1912, it was time for a quantum leap. For the very first time, we brought our vast optical experience to ophthalmic lenses. And that is not all; we also created an industry-first: Punktal®, the first axially symmetric spectacle lenses with point-focal imagery. Since then, we've been dedicated to better vision.

100 years of better vision; a leader in precision optics since 1912, Carl Zeiss Vision constantly launches highly innovative products to provide wearers with better vision. In 2012 we are continuing this tradition by launching many new products and new product names for the ZEISS lens portfolio – consumer-oriented, easy to understand, self-explaining and performance-oriented.

See the new ZEISS lens portfolio at a glance:

Office lenses		Plus ●		Superb ●	Individual ●
Progressive lenses		Plus 2 ●		Superb ●	Individual 2 ●
Single vision lenses		Spheric ●	Aspheric ●	Superb ●	Individual ●
Performance level	★ ★	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★ ★	
ZEISS provides a broad performance spectrum in each lens category to best serve individual patient needs.	Premium ZEISS quality lenses at an affordable price.	Premium ZEISS quality lenses improved for even better cosmetic outcome; thinner and flatter lens designs.	Premium ZEISS freeform quality lenses for larger fields of vision.	Individualised premium ZEISS freeform quality lenses for the highest degree of individualisation in lens design and the optimal visual experience.	
		NEW: ZEISS Progressive Plus 2 ZEISS officelens Plus	NEW: ZEISS Single Vision Superb ZEISS Progressive Superb ZEISS officelens Superb	NEW: ZEISS officelens Individual	

Please see detailed explanation of shortcuts and lens bag information in the ZEISS progressive lens fitting guide.

● new product ● new product name

The upgraded single vision lens portfolio by ZEISS – now with 4 performance levels.

ZEISS offers a wide range of single vision products to serve all wearer needs. From lower-price conventional single vision lenses to the highest precision with ZEISS Single Vision Individual.

Previously	Standard SV	AS	NEW	Individual
ZEISS single vision portfolio	ZEISS Single Vision Spheric ★ ★	ZEISS Single Vision Aspheric ★ ★ ★	ZEISS Single Vision Superb ★ ★ ★ ★	ZEISS Single Vision Individual ★ ★ ★ ★ ★
Optimum visual performance Consideration of all relevant individual data.				●
Sharper vision over the entire lens Advanced freeform technology allows more precision.			●	●
Thinner & flatter lenses Flatter curvature and less shape magnification.		●	●	●
High quality vision Optimised surface allows punctual precise optical images.	●	●	●	●
Better night vision All ZEISS single vision lenses are available with i.Scription® technology for better sight at night.	●	●	●	●

Practice benefits:

- Easier sales and consultation process with clearly differentiating portfolio and product names
- Always the right patient offering; the new ZEISS Single Vision Superb completes the ZEISS single vision lens portfolio
- Broad spectrum of materials and options like sport lenses (previously Loop)

Patient benefits:

- Better sight at night: ZEISS single vision lenses are available with i.Scription® technology for even greater contrasts and colour intensity
- Access to leading edge technology: e.g. hardest ever ZEISS coating DuraVision® and self-tinting PhotoFusion® lenses by ZEISS
- Better vision and greater choice of products from conventional to fully individualised serve all wearer needs

The innovative progressive lens portfolio by ZEISS – the right solution every time!

ZEISS provides a broad spectrum of precision lenses for better vision; from endless-frame and easy-to-handle options with high visual performance to optimally individualised solutions.

Previously	Gradal Plus	GT2 3D	Gradal Individual EyeFit
ZEISS progressive portfolio	ZEISS Progressive Plus 2 ★ ★ ★	ZEISS Progressive Superb ★ ★ ★ ★	ZEISS Progressive Individual 2 ★ ★ ★ ★ ★
Optimum visual performance Consideration of all relevant individual data.			●
Perfect fit into the chosen frame Adaptation of the variable corridor length.		●	●
Better spatial perception and contrast vision Binocular balance of progressive zones.	●	●	●
Thin & lightweight lenses ZEISS variable thinning optimisation algorithms.	●	●	●
High visual performance Advanced freeform technology & the distinctive ZEISS Design DNA.	●	●	●
Better night vision Available with i.Scription® technology.	●	●	●

Practice benefits:

- Easier sales & consultation process; clearly differentiating portfolio and product names
- Leverage the innovative ZEISS progressive lens portfolio; upgrade your business and enhance wearer satisfaction & loyalty with the right lens solution
- Easier upselling with constantly upgraded products, e.g. the new ZEISS Progressive Superb lens with a variable corridor length for a free choice of frame

Patient benefits:

- Balanced and natural vision thanks to the distinctive ZEISS design DNA in all ZEISS progressive lenses
- Access to leading edge technology: hardest-ever ZEISS coating DuraVision®, self-tinting PhotoFusion® lenses by ZEISS and better night vision with i.Scription® technology
- Endless-frame options and optimum visual performance; ZEISS Progressive Individual 2

The new office lens portfolio by ZEISS with M.I.D. technology.

Clear and relaxed vision from the near to intermediate range makes everyday situations even more comfortable for many people. This is what office lenses by ZEISS offer thanks to the new “**M**aximum **I**ntermediate **D**istance” technology. With the M.I.D. technology the office lens can be customised to the wearer’s specific needs – whether for work or for leisure activities.

	NEW	NEW	NEW
ZEISS officelens portfolio	ZEISS officelens Plus ★ ★ ★	ZEISS officelens Superb ★ ★ ★ ★	ZEISS officelens Individual ★ ★ ★ ★ ★
Optimum visual performance Consideration of all relevant individual data.			●
Perfect fit in the chosen frames Available with variable corridor length.		●	●
Better spatial perception and visual contrast Binocular balance of progressive zones.	●	●	●
Thin & lightweight lenses ZEISS variable thinning optimisation algorithms.	●	●	●
High visual performance Advanced freeform technology & the distinctive ZEISS design DNA.	●	●	●

Practice benefits:





- Additional sales and higher profits
- Ideal for second pair lens sales due to wide range of materials, various price levels and lens designs
- Higher share of premium quality and premium price lens sales
- Simple sales procedure due to easy fitting and ordering process

Patient benefits:

- Clear visual acuity for near to intermediate distance vision with wide vision zones
- Relaxed and natural vision in the office and for any activities at near and mid-range
- Comfortable head and body posture
- Adapted to personal visual distance from the near to intermediate range

Add more precision to your lenses – ZEISS treatments for better vision.

High quality lenses require high quality treatments: protection, add-ons or, last but not least, fashion aspects. This is why ZEISS offers leading edge technology like DuraVision® Platinum, the hardest-ever ZEISS coating – make use of these excellent opportunities!

ZEISS premium coating: DuraVision® Platinum	ZEISS self-tinting lenses: PhotoFusion®	ZEISS high performance tints	i.Scription® technology by ZEISS
<p>ZEISS lenses with DuraVision® Platinum technology are:</p> <ul style="list-style-type: none"> • More robust • Dirt resistant and need to be cleaned less often • Easy and quick to clean • Deliver crystal-clear vision especially at night <p>In a process called “ion bombardment”, ions transfer their kinetic energy as they strike the surface of the lens. This densely packs the different layers of the lens, making it much harder and its surface even smoother.</p>	<ul style="list-style-type: none"> • PhotoFusion® lenses darken up to 20% faster* and fade back up to twice as fast* as previous photochromic lenses by ZEISS • Very dark outdoors very clear indoors and in full sunlight, PhotoFusion® lenses transform to 11%* T – a true sunlens tint. Indoors they alter to 92%* T, for true clarity • 100% solar UV protection, PhotoFusion® lenses always block 100% of harmful UV rays <p>The secret behind the PhotoFusion® technology is patented photo-active molecules** that respond more efficiently to light energy, resulting in fast reaction times.</p>	<p>ZEISS high performance tints are available in a broad spectrum:</p> <ul style="list-style-type: none"> • Wide range of permanent attractive sunglass colours • Polarisation filter against sunlight reflections • With 100% UV protection • Skylet high performance tints by ZEISS for improved contrasts <p>NEW: Black Tint</p> <ul style="list-style-type: none"> • Fashionable gray tint • 8 different absorption levels • Dark as the night – absorption up to 95%*** 	<p>i.Scription® technology by ZEISS uses the i.Profilerplus® data set in combination with your subjective refraction to calculate and manufacture the individualised i.Scription® lens, leading to better vision:</p> <ul style="list-style-type: none"> • Better night vision • Sharper contrasts • Enhanced visual comfort • Reduced eye-fatigue • Bright and richer colour vision <p>NEW: i.Profilerplus®</p> <ul style="list-style-type: none"> • Leading edge technology: 4-in-1 compact system • Easy and accurate eye measurement • Advanced features for faster workflow • Access to i.Scription® technology
			

* Average performance. Performance will vary depending on material, temperature and light conditions.

** US-Patent Nr. 6723859B2.

*** Not suitable for driving according to DIN EN14889.