



DuraVision® Silver by ZEISS

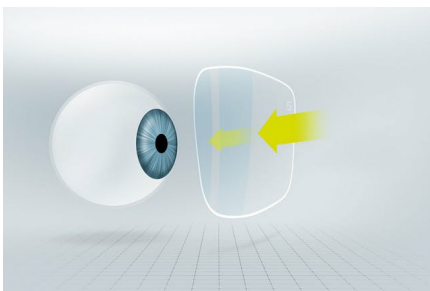
for clearer vision and better looks

DuraVision® Silver is part of the DuraVision® Premium coatings by ZEISS and is characterised by outstanding anti-reflective properties.

Because spectacle wearers want both: to enjoy clear and comfortable vision and as well look good with their glasses, as nothing diverts attention away from their eyes.

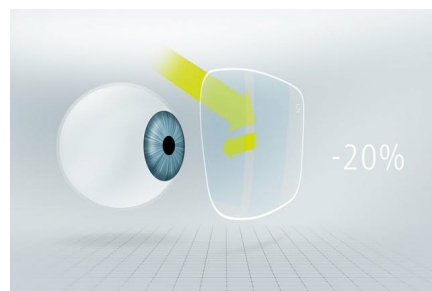
Outstanding anti-reflective properties with DuraVision® Premium coatings

Most coated lenses in the market currently come with a green residual reflection. DuraVision® Premium coatings by ZEISS have a light bluish residual reflection for:*



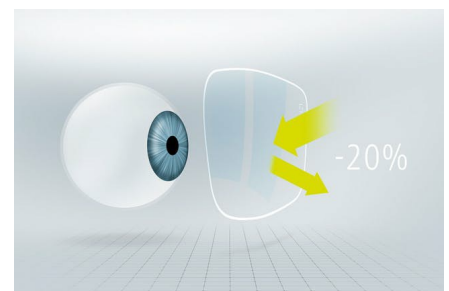
Clearer vision

Higher luminous transmittance for even clearer vision.**



Clearer vision

Cuts distracting reflections on the back surface by 20% for more comfortable, clearer vision.**



A better appearance

Reduces reflections on the front surface by 20% for a better appearance.**

* Depending on the lens material, measured on 1.5 (CR39) lenses with DuraVision® Platinum (internal testing)

** Comparison with standard green AR coated ZEISS lenses

The benefits for the wearer

- ✓ Clearer and more comfortable vision thanks to greater lens clarity
- ✓ A better appearance due to reduced reflections
- ✓ Superior hardness for robust and scratch-resistant lenses.



Easy Care

... thanks to basic anti-static and easy-to-clean properties.

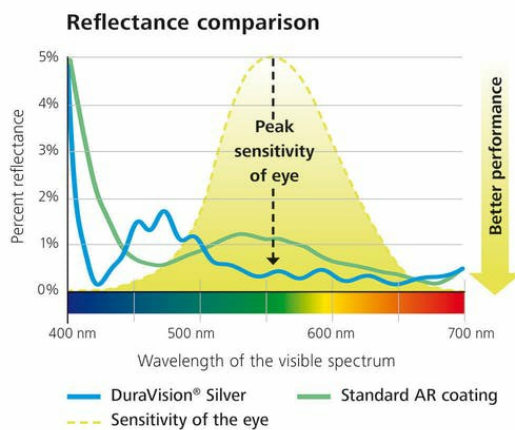


Clearer vision and better looks due to reduced reflections.

... thanks to a blue residual reflection colour that increases light transmittance.**



Easy Care function for anti-static and easy-to-clean lenses



Green AR: Light reflection peaks at wavelengths where our eyes are most sensitive.

Understanding the correlation between the residual reflection color and the sensitivity of the eye.

Conventional AR coatings produce maximum residual reflectance near the peak sensitivity of the eye. The maximum residual reflection of DuraVision® Premium coatings has been shifted to the blue end of the spectrum for reduced visibility.

NEW! True UV protection from all sides.

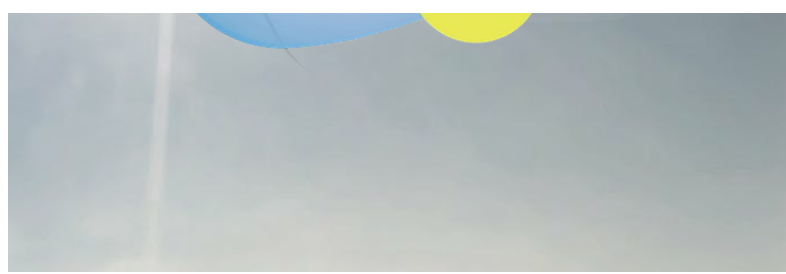
To offer patients true protection, ZEISS has developed an additional anti-reflective layer on the back of the lens, reducing the indirect light reflected into the eye and complementing the protection offered by ZEISS UVProtect Technology in all clear plastic lenses which blocks direct UV rays from the front.

More than 90% of UV radiation comes directly from the front. However, a minor part comes in indirectly from the sides and back. As some UV rays may be reflected onto the eye by the back surface of the lens, ZEISS



antireflective coatings are designed to have low reflectance in the UV spectral range.

Back surface UV protection is now integrated as a standard feature into all premium ZEISS DuraVision coatings and the LotuTec coating.



ZEISS is one of the world's leading manufacturers of spectacle lenses, and is committed to delivering maximum precision and comfort. ZEISS designs and produces lenses, instruments and measurement systems, as well as retail concepts and technology services that continue to raise the bar in vision care.



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- Lifestyle + Fashion
- Driving + Mobility

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- Varifocal Lenses
- Sunglasses
- Working Glasses

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