

ZEISS Progressive Lens Precision Plus

Precision optics with any frame.

Among the many influencing trends in today's world are rapid changes in fashion. Spectacle frame fashion is keeping pace – resulting in newer styles, shapes and sizes.



Human eyes are challenged like never before

Research has revealed that the majority of consumers first select a frame, then choose their lenses. But not all progressive lenses fit 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. Wearers have to adapt their eye movement behaviour learned from the previous spectacle 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.

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

ZEISS Progressive Lens Precision Plus responds to the desire for unlimited frame choice.

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ZEISS Progressive Lens Precision Plus.

Optimised for the eyes + frame

The world's first Adaptation Control Technology

In a world of fast-changing fashion trends, unique Adaptation Control

The benefits for the wearer



- ✓ Unlimited frame choice
- ✓ Fast adaptation to the lenses – in any frame
- ✓ Strain-free and clear 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



* External market research with 400 progressive lens wearers in Germany and USA (2014)

** Internal wearer trial with basic ZEISS progressive lens design, n=52 (2014)

ZEISS Progressive Lens Precision Plus responds to this challenge

with unlimited freedom of frame choice without impairment of vision and fast adaptation to the lenses.

It is built upon two technologies:

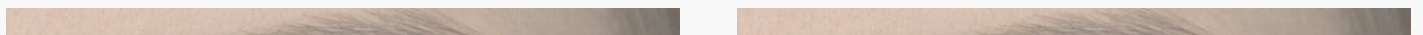
- ✓ FrameFit®+ Technology
- ✓ Adaptation Control Technology

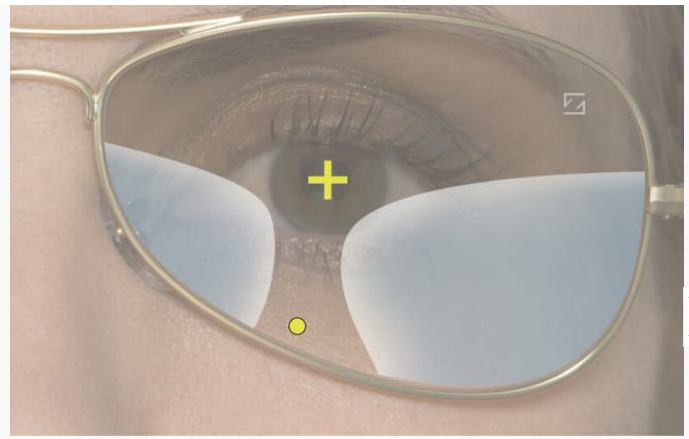
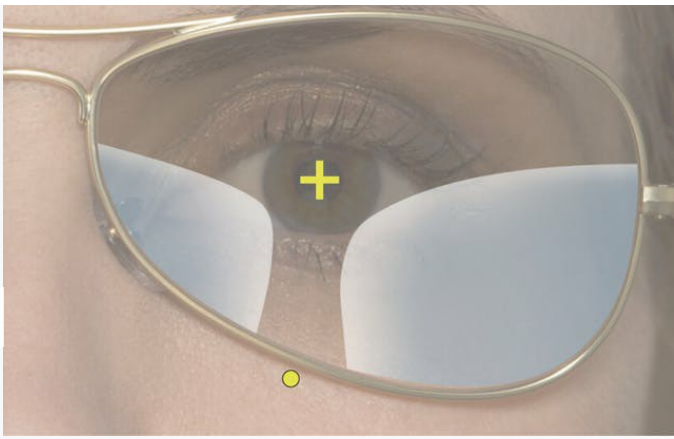
1// FrameFit® + Technology is essential for better vision

Not all progressive lenses fit all frames.

ZEISS ensures that progressive lens wearers experience better vision – no matter what frame is chosen.

Special frame shapes





Without FrameFit®+ Technology:

Near vision zone is cut out.

With FrameFit®+ Technology:

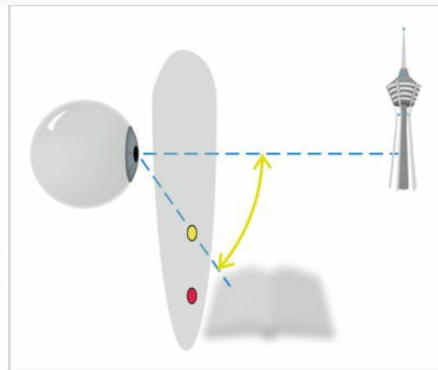
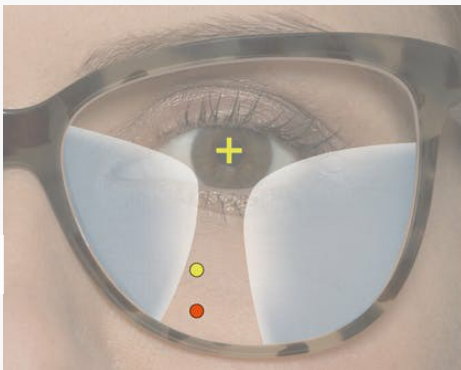
Near vision zone is within the frame – even in special aviator frame shapes.

● Near point location + Distance point location



2// 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 comfortable eye declination and near zone location.



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

● Accustomed near point location ● Conventional calculated near point location ● Optimised near point location



Product Availability

Clear / tinted

PhotoFusion

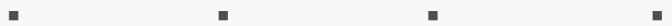
Transitions®

Polarised

Plastic 1.74

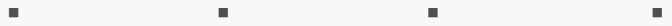
(only clear)

Plastic 1.67



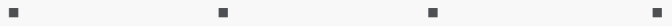
Plastic 1.6

(also available in Sport)



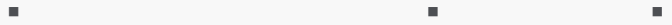
Polycarbonate 1.59

(also available in Sport)



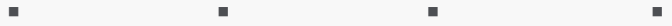
Trivex 1.53

(also available in Sport)



Plastic 1.5

(also available in Sport)



Clear / umbra

PhotoFusion

Mineral 1.8



Mineral 1.6



Variable fitting height

Minimum fitting height

Recommended fitting height

Type

from 14 mm

14 mm

16 mm

We recommend adding 2 mm for more comfortable vision if addition > 1.75.
Please find detailed information in the ZEISS price list.

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.



Contact us to get started

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