



Overview of the ZEISS DuraVision Coating Family

A fascinating fact is that ZEISS is considered to be the inventor of anti-reflective coatings. And today, ZEISS is still synonymous with ongoing innovations to, among others, produce glasses with superior durability, clarity and cleanability. The ZEISS DuraVision coating portfolio comprises everyday all-rounders, **premium anti-reflective coatings**, special-use **functional coatings**, and **premium sun coatings** with glare protection and additional aesthetic options.

Premium anti-reflective coatings	ZEISS DuraVision Gold UV	This is the latest superior high-clarity, anti-reflective lens coating by ZEISS. It features a beautiful golden residual reflectance evoking a sense of luxury, elegance and sophistication. It also offers a variety of functional benefits: upgraded superior durability, better cleanability, less blue light reflections, less yellowness as well as better clarity in low-light conditions.
	ZEISS DuraVision Platinum UV	This premium anti-reflective coating with blue-nuanced reflectance offers superior high clarity and durability as well as long-lasting cleanability.
	ZEISS DuraVision Silver UV	With a blue residual reflectance, this coating offers high clarity and high durability, and exceptionally strong scratch resistance.
	ZEISS DuraVision Chrome UV	With its delicate green reflectance, this durable, budget-friendly coating possesses high-clarity properties.
Functional coatings	ZEISS DuraVision BlueProtect UV	This coating by ZEISS has been developed to protect wearers from potentially harmful blue light. Created for people with frequent exposure to sun-emitted blue light as well as artificial blue light sources like LEDs, TV screens and computer monitors.
	ZEISS DuraVision DriveSafe UV	Safe sight, safe drive – this anti-reflective coating is specifically designed to offer more safety and comfort when driving under challenging conditions (e.g. glaring car headlights combined with rain, night-time driving, etc.). It assists the driver by reducing glare and bothersome reflections. All eyes on the road: ZEISS DuraVision DriveSafe UV lenses are also optimized for distance and intermediate viewing zones, which reduces the need for horizontal head movement.
	ZEISS DuraVision AntiVirus Platinum UV ¹	As the COVID-19 pandemic made us aware of the myriads of harmful bacteria and viruses surrounding us, ZEISS developed a specific antimicrobial and antiviral

¹ Product is not available in the European Union.



		coating to protect wearers from contamination and diseases. Of all viruses and bacteria 99,9% are killed or inactivated when landing on the lens surface. The science behind this is a coating structure that integrates silver. This precious metal releases silver ions (Ag+) that, on their part, are proven to deliver antiviral and antibacterial interaction on lens surfaces.
Premium sun coatings for tinted lenses	ZEISS DuraVision Mirror UV	This coating turns everyday lenses into a fashion statement, giving prescription sunglasses a sleek mirror effect. ZEISS DuraVision Mirror UV is a front-surface coating with high-residual reflection. Available in five intense colors including Silver, Bronze and Strong Blue.
	ZEISS DuraVision Flash UV	ZEISS DuraVision Flash is a front surface coating available in five subtle, pearly reflex colors. Compared to ZEISS DuraVision Mirror UV, it has a lower residual reflection – giving prescription sunglasses a hint of a color. Available colors include Diamond, Sapphire, Amber, Jade and Ruby.
	ZEISS DuraVision Sun UV	ZEISS DuraVision Sun UV enhances the back of prescription tinted lenses with an anti-reflective coating. This gives wearers uncompromised clarity, durability and easy care – without changing the look for the external observer.

Note: Availability varies by market.

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