



Did you know ...

... that a new generation of ZEISS progressive lenses answers the vision needs of today's world?

The world is undergoing a process of rapid change and new challenges are arising for our vision.



1 Digital devices are challenging our daily life

Digital devices require a closer reading distance than print media, as well as fast eye movements from near to far.



3 Technology that matches our anatomy

The anatomy of the face determines the vision experience through a progressive lens.



2 Fashion trends are constantly evolving

Because frame fashion changes rapidly, a progressive lens should allow fast adaptation and best optics with any frame.



4 Individual activities call for tailor-made solutions

Taking the wearer's main daily activities into account is the key to enjoying best natural vision in any situation.

Whatever our eyes need in today's world, ZEISS provides the solution.

1 Precision Pure

Optimised for the eyes

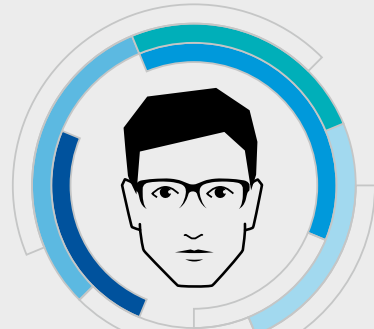


World Innovation

Digital Inside® Technology
Pure vision with enhanced performance for the digital world.

3 Precision Superb

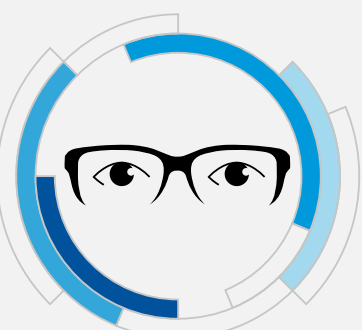
Optimised for the eyes + frame + face



FaceFit™ Technology
Physiologically fitted to the wearer's face.

2 Precision Plus

Optimised for the eyes + frame



World Innovation

Adaptation Control™ & FrameFit+® Technology
Precision optics with any frame.

4 Individual 2

Optimised for the eyes + frame + face + main daily activities



IndividualFit™ & Luminance Design® Technology
Tailor-made to fit all individual requirements.

For further information ask your ZEISS sales representative and keep an eye out on our website:

www.zeiss.com/progressivelenses



We make it visible.