



## Did you know ...

... that a new generation of ZEISS progressive lenses answers the visual 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.



### 2 Technology that matches our facial anatomy

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



### 3 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.

## The new ZEISS Progressive Lenses portfolio

Now with new technologies for optimised solutions

### 1 Precision Plus Optimised for the eyes + frame

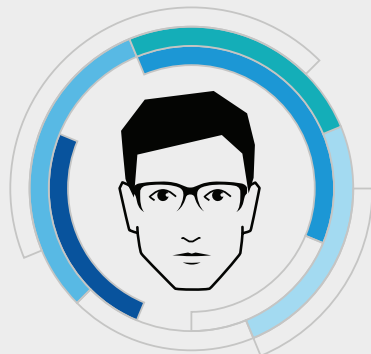


World Innovation

#### Digital Inside®, Adaptation Control™ & FrameFit+® Technology

Natural vision with enhanced performance for the digital world and Precision optics with any frame.

### 2 Precision Superb Optimised for the eyes + frame + face



#### FaceFit™ Technology

Physiologically fitted to the wearer's face.

### 3 Individual 2 Optimised for the eyes + frame + face + main daily activities



#### IndividualFit™ & Luminance Design® Technology

Tailor-made to fit all individual requirements.

Ask your ZEISS optician for more information on ZEISS Progressive Lenses.



We make it visible.