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Sunny Times Are Colorful Times – ZEISS Rx Sun Lens Portfolio Expansion

ZEISS introduces four new colors for prescription lenses

- New colors: Dusk Grey, Copper Brown, Burgundy and Midnight Blue
- Burgundy also available with self-tinting technology
- Mix and match with new, luxurious ZEISS DuraVision Gold UV coating

ZEISS extends its prescription sun lens portfolio. With four new colors, ZEISS reaffirms its dedication and commitment to state-of-the-art vision in the sun – offering fashionable colors and full glare and UV protection.

New colors: Dusk Grey, Copper Brown, Burgundy and Midnight Blue

Sunglasses make us look good, and they protect our eyes from UV radiation and irritating glare. Especially for corrective lens wearers with an active, urban lifestyle, ZEISS offers a wide array of fashionable prescription sun lenses. Now, in addition to existing sun lens colors like Black and greenish Pioneer, ZEISS is introducing four new Rx lens color options: Dusk Grey, Copper Brown, Burgundy, and Midnight Blue.

Burgundy also available with self-tinting technology

When it comes to glare protection, glasses wearers may prefer the comfort and convenience of self-tinting lenses over prescription sunglasses. ZEISS PhotoFusion X lenses are photochromic lenses, which means they automatically turn from clear to darker when exposed to sunlight. Now, these lenses are also obtaining a color update with the new self-tinting Burgundy. This is a great option to make a fashion statement and highlight one's feminine traits. "ZEISS PhotoFusion X lenses come in a variety of attractive colors, but especially the new Burgundy color option is surprisingly elegant and has a distinct look – made to catch everyone's eye", explains Andreas Nix, Product Category Manager for photochromic lenses at ZEISS Vision Care.

Mix and match with the new, luxurious ZEISS DuraVision Gold UV coating

Consumers who want the ultimate in style can now add a touch of luxury to their prescription sun lenses. With the new ZEISS DuraVision Gold UV coating, both tinted and polarized lenses receive a sophisticated, golden residual reflectance. ZEISS DuraVision Gold UV lenses also feature integrated ZEISS CleanGuard technology with some impactful functional properties: lenses possess a superior scratch resistance and are easier as well as faster to clean than any other ZEISS coating ever developed.

All ZEISS Rx lens colors at a glance

- The four new colors: Dusk Grey, Copper Brown, Burgundy and Midnight Blue
- Colors that complete the full Rx lens portfolio: Black, Grey, Brown and Pioneer
- ZEISS PhotoFusion X color portfolio: Grey, Extra Grey, Black, Brown, Pioneer (green), Blue and new Burgundy

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About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue around 11 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (30 September 2024).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 15 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 46,000 employees, ZEISS is active globally in around 50 countries with more than 60 sales and service locations, around 40 research and development facilities, and 35 production facilities worldwide (30 September 2024). Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

Further information at www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The unit is allocated to the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.