



Press Release

ZEISS VISU360 – Innovative Platform for Remote Eyecare Services

New Opportunities for all Eye Care Professionals

- Integrated, modular platform provides customizable process around all types of remote eye exams anywhere and anytime.
- Modern web services implement state-of-the-art workflow management and data transfer.
- The simple process allows easy access to a medical report or direct reference to an expert.

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The new digital platform ZEISS VISU360 connects all eye care professionals, including doctors, optometrists and opticians, with their patients or consumers via remote access. Detailed and high-quality eye examinations can be performed remotely in a confidential and medically approved way. ZEISS's state-of-the-art tele-optometry service helps to increase sales of eye care professionals, optimize scheduling and provide medical assistance to patients whenever and wherever it is needed.

Eye care services via remote consultation

Digitization opens many opportunities to further develop processes, intensify networking and establish modern working methods. In this context, telemedicine enables the use of audiovisual communication technologies to provide diagnostics, advice and medical care despite geographical distance. For example, the new, innovative ZEISS VISU360 platform networks all diagnostic information from devices and eye examinations, from retina screening to consultation and medical prescription. This saves valuable time when entering consumer data, minimizes sources of mistakes and increases the efficiency of workflows.

Implementation of a worldwide professional coverage of eye care services

Demographic change and new technologies are increasingly influencing the healthcare market. This poses new challenges for all practitioners. While patients expect high-quality and fast service, medical advice is difficult to access or even not available at all. With ZEISS VISU360, experts have the opportunity to set up a virtual practice or network of providers to meet the growing demand. In this way, a detailed eye examination according to local standards is possible even from a distance. For this purpose, the ZEISS hardware enables remote-controlled measurements during the entire examination. For example, the subjective refraction unit can be operated from a distance, the results displayed, and prescription information entered via browser-based software. Medical professionals with appropriate expertise can be consulted digitally if necessary. A video call promotes the personal relationship between doctor and patient and creates confidence in the results of the examination. After the check-up is completed, the documents are digitally signed, and patient data is securely stored in an electronic health record or



practice management software.

In the future, the digital application aims to close the existing time or location gap between healthcare professionals and their patients. By optimizing the process, it is possible to treat and care more patients. At the same time, these patients receive high-quality ophthalmic care, even if they do not live near a specialist or cannot be on site during regular business hours. Remote examinations can become an integral part of eye care, especially in rural or urban areas where specialists are either far away or overbooked.

Reduction of direct contact between patients and practitioners

In addition to the benefits mentioned, the platform facilitates the workflow in a socially distant scenario, such as the current COVID-19 pandemic. Direct contact between patients and eye care professionals is reduced to a minimum by ZEISS VISU360. This results in increased safety during the entire customer journey, as the health of all involved parties is paramount.

ZEISS VISU360 ensures an overall seamless customer experience by the cross-linking of individual instruments and easy coordination with medical professionals. As retailers are constantly striving to attract new customers and improve the shopping experience to maintain their competitive advantage, the product portfolio can be supplemented with such innovative and new service solutions. ZEISS VISU360 is currently available in the United States, South Africa, Hong Kong and Singapore. The launch in further markets around the globe will follow sequentially.

VISU360 is a registered trademark of Carl Zeiss Vision GmbH.

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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 totaling more than 6.4 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2019).

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.

With over 31,000 employees, ZEISS is active globally in almost 50 countries with around 60 sales and service companies, 30 production sites and 25 development sites. 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.