



## Press Release

### ZEISS VISU360 Platform Earns Two Renowned Awards for User Experience

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The [ZEISS VISU360 platform](#) connects eye care providers and doctors in virtually any location to the ZEISS ecosystem of eye care devices and services. It thus supports eye care professionals, optometrists and opticians in remote contact with their patients. The digital platform has now been recognized twice over for its innovative and user-friendly approach.

#### Two awards: For user experience and service design

Each year, the iF DESIGN AWARD honors product and service solutions showcasing design excellence. In 2021, the ZEISS VISU360 platform won one of the awards due to its well-designed service process. In 2020 ZEISS VISU360 had already earned the German UX Design Award, a global design competition focused on the user and customer experience.



#### A product of design and partnership

The basis for these achievements was the optimized design and programming of the platform which features easy handling and operation for the eye care professional and their patients. When developing the ZEISS VISU360 platform, it was therefore essential to meet all the needs of the various stakeholders – meaning doctors, eye care professionals and their patients. It was also crucial to ensure an optimized user experience (UX) based on a holistic design of the service and an overall user-friendly interface. Therefore, ZEISS VISU360 was developed in collaboration with Star, a global team of product creators who combine strategy, design and engineering. Matthias Schmiedbauer, Star's Head of Design in Germany, explains the importance of design in the platform's development: "As UX Designers, we always consider ourselves the advocate of the user. Our goal is to empower people in their daily routines by providing them with digital tools and services that seamlessly augment their capabilities or capacities." Star CEO Michael Schreiber adds: "The ZEISS VISU360 platform is an example of this mantra. Its intelligent orchestration of hardware and software benefits doctors, eye care professionals and their patients everywhere, enabling the simplification of various processes."



## **Why is there a need for more and more remote eye examinations?**

In many countries people need a prescription to buy glasses. At the same time, the lack of specialists is a challenge for the healthcare market. By establishing the ZEISS VISU360 platform, eye care professionals can perform remote examinations from anywhere and at any time. This can address current challenges while simplifying existing processes ranging from scheduling appointments through entire remote examinations, from expert consultations to the final management of invoices.

"Especially in times of a pandemic, when, for example, maintaining social distancing is very important and patient uncertainty is high during a patient's visit to a doctor's or eye care professional's premises, remote processes enhance safety for both eye care professionals and their patients. All in all, the barriers to purchasing eyeglasses are reduced and, in the end, the needs of patients are served," says Dr. Bettina Friedl, Vice President Vision Technology Solutions at ZEISS.

*VISU360 is a trademark of Carl Zeiss Vision GmbH.*

### **Press contact**

ZEISS Vision Care

Chantal Kaucher

Phone: +49 7361 591-1950

E-Mail: [chantal.kaucher@zeiss.com](mailto:chantal.kaucher@zeiss.com)

[www.zeiss.com/newsroom](http://www.zeiss.com/newsroom)

[www.zeiss.com/vision-news](http://www.zeiss.com/vision-news)

### **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 6.3 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2020).

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 13 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 32,000 employees, ZEISS is active globally in almost 50 countries with around 30 production sites, 60 sales and service companies and 27 research and development facilities. 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](http://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.

### **Star**

Star is a global team of product creators that connects strategy, design and engineering services into a seamless workflow, devised to build solutions with the right focus on impact, scalability, performance and prudence. Star works for companies in a wide range of industries across numerous service lines. For more information, visit <https://star.global/>