



## Press Release

### **Customized eyeglasses with YOU MAWO and ZEISS**

#### **Introducing a new ZEISS VISUFIT 1000 feature for individual frames**

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Launched in 2018, the ZEISS VISUFIT 1000 platform offers Virtual Try-on for virtual eyeglass and frame fitting in addition to its initial capabilities of digital centration data determination. Now the platform will receive a new feature that realizes the digital configuration of customized spectacle frames in cooperation with the frame manufacturer YOU MAWO (Your Magical World). The extension enables eye care professionals to seamlessly pair ZEISS eyeglass lenses with customized frames, in order to be able to respond even better to customer requirements.

- Individual eyeglasses with YOU MAWO and ZEISS
- Optimally centered lenses and precisely fitting frames in a single process
- A sustainable production process and conservative use of resources

#### **Individual eyeglasses with YOU MAWO and ZEISS**

YOU MAWO, based in Constance, Germany, has specialized in individual spectacle frames using 3D printing technology since its establishment in 2016. Made from polyamide powder, the frames are characterized by a high quality and they are very light and stable. "In collaboration with YOU MAWO, we are creating an offering tailored to the individual needs of the customers – encompassing not only lenses but also customized frames designed for optimal comfort," explains Silvio Trüssel, Commercial Manager of Vision Technology Solutions at ZEISS Vision Care. ZEISS VISUFIT 1000 is operated with the ZEISS VISUCONSULT 500 networking solution. A YOU MAWO configuration platform interface was developed to provide a seamless and straightforward consultation and ordering process.

#### **Optimally centered lenses and precisely fitting frames in a single process**

The process starts with a precise scan of the customer's head with ZEISS VISUFIT 1000. The eye care professional and the customer then jointly choose a suitable model from the YOU MAWO range as a starting point. With various parameters such as frame size, bridge width, pantoscopic angle, color and temple length, the eye care professional can virtually align the frame to the 3D avatar and, consequently, individually to the face of the individual buying the glasses. Once the frame is configured, the lenses are virtually centered. What sets this process apart is that lens selection, frame configuration, and centering are all seamlessly merged into one continuous digital workflow. In the final step the lenses and customized frames are ordered simultaneously. This targeted approach not only saves time in optical stores, but it also makes it easier to enhance the range of services offered.

For the customer, this means after just one visit to the optical store, the eyeglasses are configured for an ideal fit and are aligned to the face when they are collected. Customers also benefit from high-quality materials ensuring longevity and durability. If a replacement part is needed, it can be produced on demand at any time.



### **A sustainable production process and conservative use of resources**

YOU MAWO places a strong emphasis on sustainability in the production of the frames. "Our frames are produced in Germany in a climate-neutral process – only the hinges are imported from Austria. A large proportion of the surplus powder produced during 3D printing is recycled, which results in as little waste material as possible. Compared to a conventionally manufactured acetate frame, the carbon footprint of a YOU MAWO frame is significantly lower," emphasizes Sebastian Zenetti, Founder and CEO of YOU MAWO. In addition, the frames are manufactured on demand using resource-conserving technologies instead of producing for stock.

The customized frame solution, featuring ZEISS VISUFIT 1000, will be available in Germany from summer 2024, and will then be gradually launched for ZEISS partners worldwide.

### **The advantages at a glance**

- Optimum visual performance: The frame parameters are individually adjusted and centered to meet visual requirements and provide a high level of comfort.
- Innovative service offering: Customers have a pleasant experience, as the digital support saves time during the consultation process.
- Targeted process: Precisely fitting frames and optimally centered lenses can be configured and ordered simultaneously in a single continuous process.

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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 10 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2023).

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 43,000 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 (status: 30 September 2023). 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.