



Press Release

New ZEISS Online Vision Screening now globally available

Comprehensive Vision Screening can now check five aspects of vision and recommends eye care professionals close by

AALEN, GERMANY, September 30, 2021

No digital product can replace a visit at the optician. But it can deliver initial clues about visual performance and therefore help to connect consumers with eye care professionals. With a major expansion now covering five testing areas and global availability, the new ZEISS Online Vision Screening can do exactly that.

Testing five aspects of vision in a few minutes

The ZEISS Online Vision Screening app can be accessed from anywhere: at home, on the go, on a smartphone, tablet or desktop PC. The app's intuitive interface guides the user through five areas in a few minutes: visual acuity, contrast vision, color vision, astigmatism and visual field. As consumers with no expert knowledge use the app, each check was designed in particular with ease of use and user-friendliness in mind.

Starting the app is very easy. The screening is available free of charge and the user is not required to register, which makes it not only fast and convenient, but also ensures that personal health information is not stored. The user's screen simply needs to be calibrated relative to the size of a credit card. The results are shown according to the regional standard: including vision 20/20, 6 meters or the decimal scale. There is a FAQ section and a Help area for those with a need for more information.

Tests explained

The symbol used for testing visual acuity and contrast sensitivity is the internationally standardized Landolt C. While checking visual acuity, smaller and smaller variations of the C-shaped symbol are shown to the user. For the contrast sensitivity test, the symbol remains the same size, but changes in brightness. This test determines which shade of gray the user is just able to see. For the test for possible astigmatism, the user is shown a striped pattern and must identify potential differences in shades of black or contrast. Color vision is tested by means of a standard clinical test in which numbers are displayed in colors which the user must be able to distinguish. Persons with color vision deficiencies will have a more difficult time identifying the numbers, or they will not be able to see them at all. The so-called "Amsler Test" (central visual field test) is used to test the extent to which there are deficiencies or distortions in the user's central field of vision.



For the eye and the purchase experience, digital is the new normal

In this era in which the digital has become the new normal, increased demands are being placed on our eyes. Screens in all sizes are everywhere, whether at work or in our leisure time. With poor lighting conditions and the enormous amount of near work, our eyes can have a hard time. Therefore regular vision testing is a must. At times the barrier to getting your vision tested can be large, especially during a pandemic, and consumers may be wondering whether it is time to visit an eye care specialist. In many cases, they underestimate how soon they will be due for another vision screening. This is because visual performance deteriorates slowly. When in doubt, a digital test is a practical first step. And there is no reason to believe that the push towards the digital will let up once the pandemic is over. Professional vision screening, in-depth examinations and consultation for the right eye glass lens solution must always be done in an expert's store.

Consumer expectations have shifted as well. As a starting point, a high-quality online screening is the first part of the customer journey. Today for example, apps are used extensively for fitness and health-related activities. It is therefore only logical that an extensive app for checking visual performance is now also being used.

Apart from the ZEISS Online Vision Screening, an in-depth vision screening should be performed regularly by an eye care specialist. The closest eye expert can be found via the dealer search on the ZEISS website or on the results page at the end of the app.

Contact for the press

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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 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

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.