



Press Release

ZEISS UVProtect Technology wins AOP Product of the Year Award

Birmingham, 14th January 2019

ZEISS Vision Care UK is delighted to announce its latest innovation - UVProtect Technology - has been named Product of the Year at the 2019 Association of Optometrists awards. ZEISS was one of four finalists in the category, alongside Cerium Visual Technologies, Essilor and OrCam Technologies.

Held in London's ExCel on the Royal Victoria Dock, the awards ceremony was attended by industry leaders celebrating the year's outstanding talent, contributions and achievements across the optical industry. This year's awards attracted over 20,000 votes from both optical professionals and patients.

With ZEISS UVProtect Technology, ECPs can be assured all clear ZEISS plastic lenses provide full UV protection (up to 400 nm) for the eyes and surrounding skin¹. Current industry standards only require clear lenses to provide UV protection up to 380 nm, however, approximately 40% of UV radiation in daylight occurs between 380 to 400 nm². In particular, these long UV waves penetrate more deeply into the skin's tissue, making them a potential risk factor for various eye health issues. This means, up until now, most clear lenses fall short of fully protecting a person's eye from UV radiation up to 400 nm³.

Dr Debbie Laughton, Head of Professional Services at ZEISS Vision Care comments: "We are proud to be raising our standard for eye health, providing full UV protection up to 400nm. It's an honour to receive recognition from The AOP, the Product of the Year award reinforces that our continued commitment to pushing the boundaries of technology is being valued by our customers".

This commitment to innovation is one ZEISS take very seriously indeed and this has been recognised by various organisations in the past, including Optician Magazine who named ZEISS DriveSafe Lenses Product of the Year in 2017, and Silmo who awarded ZEISS UVProtect Technology the prestigious Silmo D'Or award in Paris last September. This new award rounds off a very successful campaign for ZEISS, where UVProtect Technology has been extensively promoted by celebrity doctor Pixie McKenna and been widely accepted by independent customers across the UK and Ireland.



Lindsay Filmer, Marketing & Communications Director at Vision Care UK comments: "We feel this is an exciting opportunity for ZEISS customers and the market in general to differentiate their practices. Practitioners should take full advantage of this news and start speaking to patients about ZEISS UVProtect Technology and the advantages of full UV protection for the eyes and surrounding skin."

¹ 1. Full UV protection on all ZEISS clear, plastic lenses, UVProtect Technology will be available in ZEISS bifocal lenses in March 2019.

² NASA Technical Memorandum, A. T. Mecherikunnel and J. C. Richmond – Spectral Distribution of Solar Radiation, 1980. Industry Standard AS-NZS 1067 (2003) (English): Sunglasses and fashion spectacles [By Authority of Australian Consumer Protection Notices No.13 of 2003 and No. 4 of 2005].

³ Almost two thirds of daylight UV radiation lies in wavelengths not fully blocked by the most common clear spectacle lens material, ZEISS White Paper.

Approximately 50% of lenses sold worldwide are 1.5 index with an approximate maximum cut-off of 355nm. World lens and frame demand study 2016, SWV Strategy with Vision.

Press contact

ZEISS Vision Care
Lindsay Filmer
Tel. +44 (0) 7795 443118
Email: lindsay.filmer@zeiss.com

www.zeiss.com/newsroom
www.zeiss.com/vision-news
www.zeiss.co.uk/better-vision

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 5.8 billion euros in its four segments Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology (status: 30 September 2018).

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 far beyond the optics and optoelectronics industries. 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 around 30,000 employees, ZEISS is represented in nearly 50 countries, with approximately 60 of its own sales and service companies and 30 manufacturing and development centers around the globe. 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.

For more information, please visit www.zeiss.com

ZEISS Vision Care

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