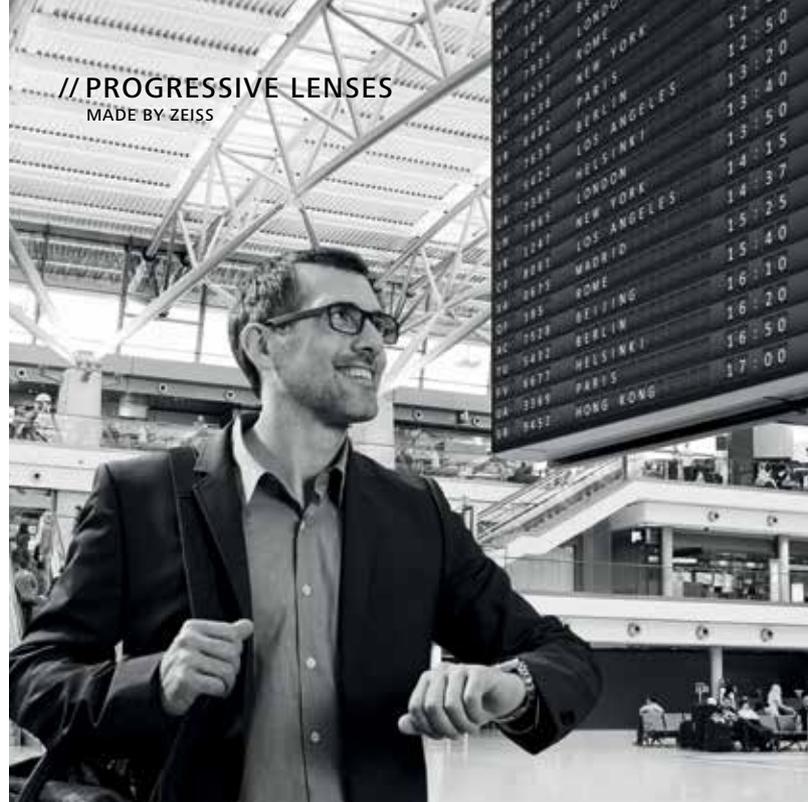


The moment you see something you couldn't before.
This is the moment we work for.

How will doctors treat their patients in the future? What role will photos and videos play in the communications of tomorrow? Just how far can the miniaturisation of semiconductor structures go? These and many other questions are what constantly propel ZEISS to new heights of excellence.

As a pioneer of innovative technology and one of the global leaders in the fields of optics and opto-electronics, ZEISS has always challenged the limits of human imagination. This passion for perfection is the driving force behind all the company's business groups. With this goal always in sight, ZEISS creates consumer benefits and inspires the world to see things that were invisible before.



The moment you are ready for
the challenges of today's world.
**ZEISS Progressive Lenses
portfolio 2015.**

Carl Zeiss Vision UK Ltd
ZEISS Group

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www.zeiss.co.uk/better-vision

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IRE: 1850 393 393

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We make it visible.

Whatever your eyes need in today's world – **ZEISS provides the solution.**

The world is undergoing rapid change and new challenges are arising for our vision. ZEISS actively responds to these challenges with its new progressive lenses portfolio and provides the best solutions for your visual needs.



Use of digital devices challenges our vision

Digital devices require a closer reading distance than print media as well as fast eye movements from near to far.



Fashion trends are constantly evolving

Because frame fashion changes rapidly, progressive lenses should allow fast adaptation and best optics with any frame.



Technology that matches our facial anatomy

The anatomy of the face determines the visual experience through a progressive lens.



Individual activities call for tailor-made solutions

Considering main daily activities is the key to best natural vision in any situation.



Precision Plus

Optimised for the eyes + frame

**Digital Inside®,
Adaptation Control™ &
FrameFit+® Technology**
precision optics with any frame.



Precision Superb

Optimised for the eyes +
frame + face

FaceFit™ Technology
Physiologically fitted to
the your face to utilise the
full 3D vision potential.



Individual 2

Optimised for the eyes +
frame + face + main daily
activities

**IndividualFit™ &
Luminance Design®
Technology by ZEISS**
Tailor-made to fit all
individual requirements for
your main daily activities.