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## **One Digital Destination for a Lifetime of Good Vision: MyZEISS Vision Expands Consumer Services**

The new MyZEISS Vision platform invites consumers to securely and centrally store their vision data, and enjoy additional services from ZEISS – making it a valuable tool for eye care professionals to strengthen their relationship with their customers.

- Driving traffic to optical stores and strengthening consumer loyalty
- One-year warranty extension<sup>1</sup>; useful updates and vision care reminders

MyZEISS Vision expands its service portfolio. “Besides the registration of ZEISS Optical Inserts for Apple Vision Pro, now, with MyZEISS Vision we offer consumers a companion for lifelong good vision. We allow consumers to stay on top of their vision, all in one digital place: for storing and managing their prescription values, receiving reminders and exclusive information, and activating extra services from ZEISS”, explains Alexander Zanon, Head of B2C Platforms at ZEISS Vision Care.

### **Driving traffic to optical stores and strengthening consumer loyalty**

MyZEISS Vision creates a common interface between eye care professionals (ECPs), consumers and ZEISS. For each of their customers, ECPs can conveniently generate unique Spectacle Lens Certificates. These comprise consumer’s personal refraction and other vision data. On MyZEISS Vision, consumers can easily access their certificate along with information about their newly purchased ZEISS product. And when consumers need to contact their ECPs, this new platform by ZEISS makes it simple to stay connected as important data (e.g. the store’s address and phone number) can be handily retrieved. Also, results from the ZEISS Online Vision Screening can now be stored on MyZEISS Vision – a further opportunity for both ECPs and consumers to engage in quality conversations about good vision and the importance of regular eye check-ups.

### **One-year warranty extension<sup>1</sup>; useful updates and reminders**

For consumers, an essential benefit when joining the MyZEISS Vision platform is the option to extend the product warranty of their newly bought spectacle lenses for an additional year.<sup>1</sup> An ECP-generated Spectacle Lens Certificate – unique to every ZEISS product – is the key to unlocking this warranty-extending bonus.

Further reasons for consumers to register on MyZEISS Vision:

- Staying informed about their vision by accessing personal eyeglass prescription and product information anytime, digitally.
- Registration of their ZEISS Optical Inserts for Apple Vision Pro.

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<sup>1</sup> Currently only valid for consumers in selected markets if registration of the ZEISS product occurs within 90 days of purchase



- Effortless way to resend results reports from previous eye exams (e.g., by Ocumed).<sup>2</sup>
- Receiving timely reminders for eye exams as well as helpful vision care updates.

### **Roll-out started in Germany, UK, Spain and India – additional countries to follow**

The complete service range is currently available in Germany. In expectation of several other countries to follow, consumers worldwide can already register to MyZEISS Vision generating their personal ZEISS-ID, and experience ZEISS' diverse offerings as the companion for lifelong good vision.

For more information, please visit: <https://www.zeiss.co.in/vision-care/myzeiss-vision.html>

*ZEISS, MyZEISS Vision and ZEISS Optical Inserts are either trademarks or registered trademarks of Carl Zeiss AG or a ZEISS Group company.*

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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 around 11 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (30 September 2024).

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 46,000 employees, ZEISS is active globally in around 50 countries with more than 60 sales and service locations, around 40 research and development facilities, and 35 production facilities worldwide (30 September 2024). 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.

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<sup>2</sup> Depending on availability per market