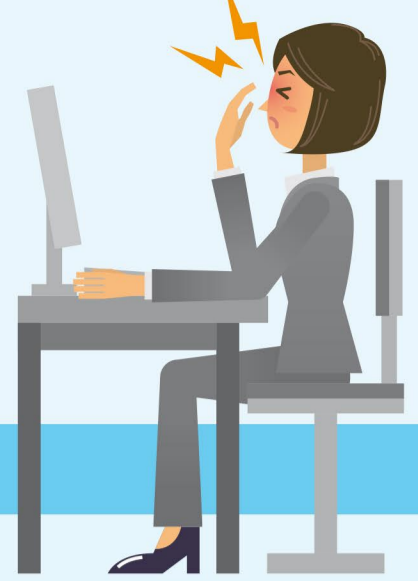
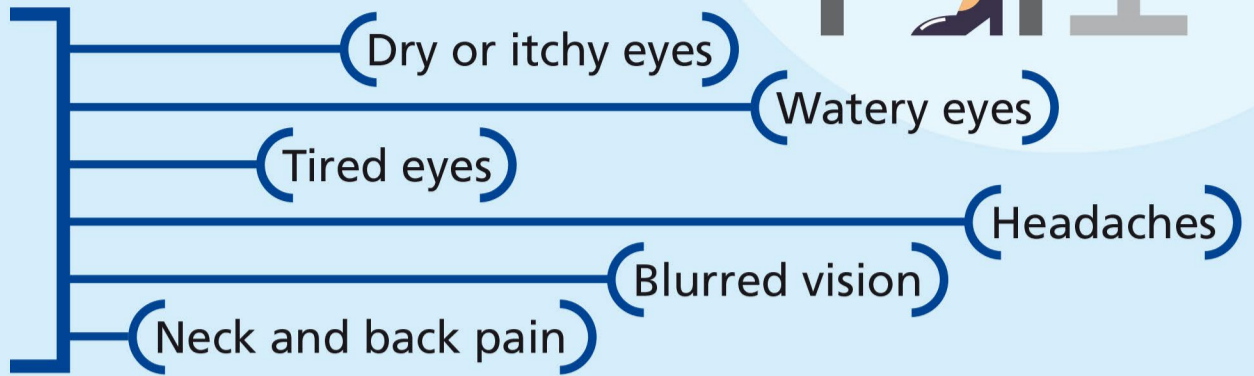


Digital Eyestrain – Are YOU at Risk?



Symptoms of Digital Eyestrain



The eye works harder than ever in today's digital world

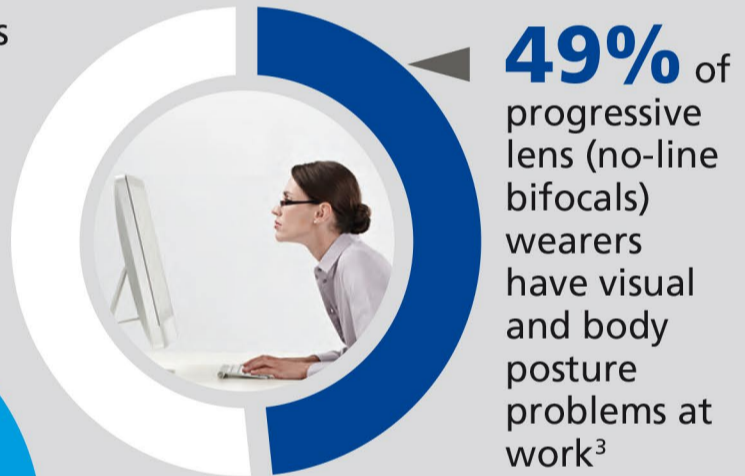


It requires constant effort to focus our eyes during sustained viewing of electronic screens at near and midrange distances. Attempts to see the screen clearly can force us into awkward postures, causing neck and back pain.

Higher use of computers and electronics causes digital eyestrain

Nearly **70 percent** of U.S. adults experience some form of digital eyestrain¹

Only **23 percent** are aware that special digital-use eyewear exists that can help reduce symptoms²



New ZEISS Technology Adapts to Digital Times

ZEISS' new computer lens, ZEISS Officelens, is designed specifically for computer and office work, so you can see your whole work area clearly and comfortably.



General purpose progressive lenses have relatively small areas of midrange vision for viewing a computer screen.



ZEISS Officelens has wider near and midrange viewing zones to provide greater comfort when engaging in up close activities.

Benefits include:

- ➔ Clear vision at near and midrange distances
- ➔ Relaxed eye muscles to decrease eyestrain
- ➔ Increased visual endurance and productivity
- ➔ Comfortable posture
- ➔ Crisp, relaxed vision all day long

¹ eMarketer, October 2012

² Vision Council 2012 Digital Eye Fatigue Report

³ 2011 survey by Leibniz Research Centre for Working Environment and Human Factors



We make it visible.