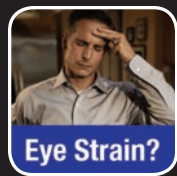


## Why ZEISS Digital Lens?

- ✓ Helps your eyes focus more easily
- ✓ Stress-free digital device viewing
- ✓ Ideal for all-day wear

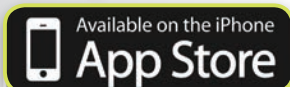


Your eyes can now enter the digital age.  
**ZEISS Digital Lens.**



### How stressed are your eyes?

Download the Digital Eye Strain app from ZEISS for both iOS and Android.



©2014 Carl Zeiss Vision Inc. ZEISS Digital Lens products designed and manufactured using Carl Zeiss Vision technology. US Patent 6,089,713. Other patents pending. 0000139.40161, Rev. 06/14

## ZEISS Digital Lens.

Visit [www.zeiss.com/yourdigitallife](http://www.zeiss.com/yourdigitallife) to learn more.

Carl Zeiss Vision Inc.  
USA 1-800-358-8258  
CAN 1-800-268-6489  
[www.zeiss.com/eyeglasslenses](http://www.zeiss.com/eyeglasslenses)



We make it visible.



// DIGITAL LIFESTYLE  
MADE BY ZEISS

The moment your eyes keep up with your digital life.

**ZEISS Digital Lens.**



We make it visible.

# Help your eyes keep up with your life.

# ZEISS Digital Lens.



## You're working smarter, but your eyes are working harder.

Smart phones and tablets have become essential to your life. But your eyes weren't designed for digital screens, or the constant refocusing from the screen that comes with frequent smart phone and tablet use. The result: your eyes get tired faster. That's why **70% of U.S. adults suffer** from **Digital Eye Strain**. And if you're wearing distance-only glasses, or none at all, you're not getting the relief you need.

Now there's **ZEISS Digital Lens**, designed specifically for your digital lifestyle. Only ZEISS Digital lets your eyes move easily between your digital world and the real world – and see both with clarity and comfort.



**ZEISS Digital Lens** gives you a wide, clear view of the world around you, plus an area of extra focusing power designed specifically for viewing digital devices. You'll enjoy:

- Easier focusing on your devices
- Relief from Digital Eye Strain
- Clarity for all activities, all day

Designed for your digital world...



*Comfortable near viewing for relaxed vision on digital devices.*

...and a clear, comfortable view of your everyday world.



*Crystal-clear distance viewing for all day use.*



## ZEISS Digital Lens:

If **Digital Eye Strain** is leaving you with tired eyes at the end of the day, talk to your eye care professional.