

// DIGITAL LIFESTYLE  
MADE BY ZEISS



The moment your eyes keep up with your digital life.  
**ZEISS Digital Lens.**



We make it visible.



## Millions suffer from Digital Eye Strain with no relief in sight...until now.

**85%** of people say that mobile devices are a central part of everyday life. But mobile phones and tablets create visual demands that the eye isn't made for.

Up to **70%** of your patients are already **suffering** from **Digital Eye Strain** from daily mobile device use. And standard single vision lenses won't give them relief.

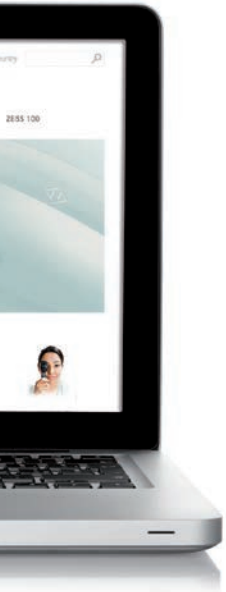
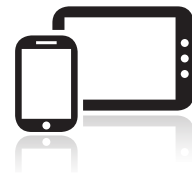
Now there's **ZEISS Digital Lens**, an all-day lens designed specifically for your patients' digital lifestyles. Only ZEISS Digital Lens lets them move easily between the screen and the world, with optimum clarity and complete comfort.

### Digital Eye Strain

- Blurred vision
- Tired eyes
- Headaches
- Dry eyes
- Fatigue
- Neck strain

# ZEISS Digital Lens.

The solution for a digital world.



**ZEISS Digital Lens** is primarily designed for patients in the **25 to 45 age range** who use their mobile phones and tablets frequently. It provides a wide, clear distance zone and comfortable near zone for stress-free viewing of digital screens. Designed for all-day wear, ZEISS Digital Lens is ideal for your single vision patients who suffer from Digital Eye Strain.

- ✓ Boost of plus power (0.50D to 1.25D) helps eyes refocus faster
- ✓ Optics and position of near area specifically calculated for optimum viewing of digital devices
- ✓ Extra-large, clear distance zone gives younger patients the single-vision feel that they're used to

*Every lens is customized to your patient's exact Rx for optimal performance.*

**Large distance zone** with a single vision feel



**Comfortable near zone** for digital viewing



## Proven relief for Digital Eye Strain.

**Wearer trials** show that wearing **ZEISS Digital Lens** reduced reported **Digital Eye Strain** by more than **50%.\***

\*Data on file.

## You have many patients who need ZEISS Digital Lens.

Half of lenses sold are single vision. 70% of single vision wearers have symptoms of Digital Eye Strain. That means up to one-third of your patients will benefit from ZEISS Digital Lens.

### Here's how to help them:

- 1 Ask non-progressive patients:
  - Do you use mobile phones or tablets throughout your day?
  - Is your vision or posture uncomfortable by the end of the day?

Or test patients with the **ZEISS Digital Eye Strain App**.

- 2 If your patient is experiencing Digital Eye Strain, simply refract at near for the correct add (0.50D to 1.25D).
- 3 Prescribe ZEISS Digital Lens.

*ZEISS Digital Lens makes your patients' device use more comfortable, while providing an outstanding all-day vision experience.*



## And here's what it will do for your practice.

ZEISS Digital Lens gives you a superior alternative to single vision lenses and creates a new premium lens category for your practice. Grow your bottom line – even without growing your patient base.

*Deliver the relief your patients need and build your practice with ZEISS Digital Lens. Ask your ZEISS representative for details today.*

### ✓ Benefits to your patients

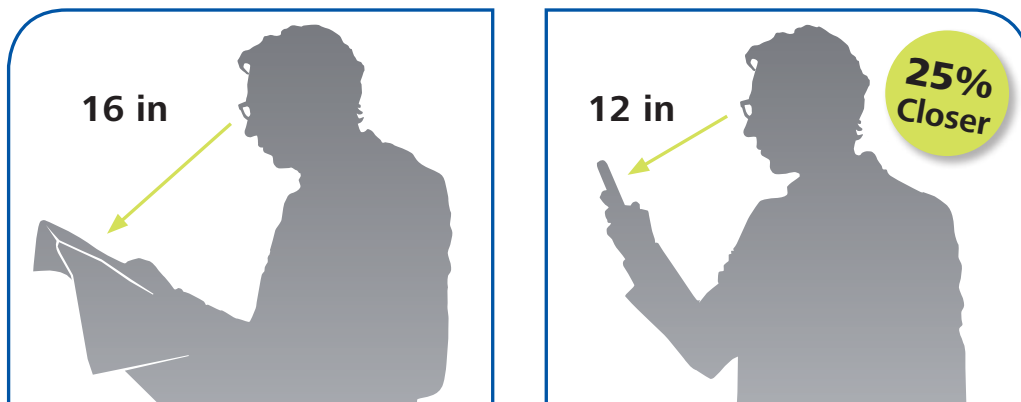
- Stress/strain-free digital viewing
- Comfortable all-day vision
- Relief from Digital Eye Strain

### ✓ Benefits to your practice

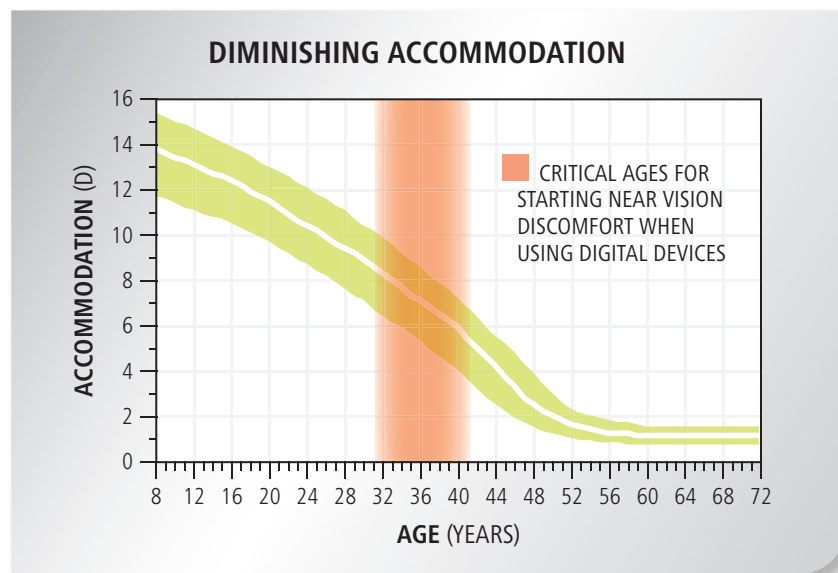
- Increased patient satisfaction
- Increased premium lens sales

# Technology has evolved. The eye hasn't.

The human eye is not designed for the visual demands of mobile device usage. Digital devices often have lower resolution and contrast than printed material.



They are also held closer to the eye than printed material, so accommodation becomes an issue at an earlier age.



These combined stressors increase the workload of the ciliary muscles of the eye, leading to Digital Eye Strain. The problem is widespread, with the largest number of complaints coming from people well below presbyopic age. Up to now, there has been no all-day eyewear solution designed for the unique needs of this group.

***That's why we've created ZEISS Digital Lens.***

# ZEISS Digital Lens Availability:

ZEISS Digital Lens	Material	Color	Rx Range	Cyl	Add Power	
For Fitting Heights 13 to 35mm	1.50 Hard Resin	Clear	-7.00 to +5.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex®	Clear	-7.00 to +5.00D	-4.00D	+0.50 to +1.25D	
	1.59 Polycarbonate	Clear	-10.00 to +6.00D	-4.00D	+0.50 to +1.25D	
	1.60 High Index	Clear	-10.00 to +6.00D	-6.00D	+0.50 to +1.25D	
	1.67 High Index	Clear	-12.00 to +8.00D	-6.00D	+0.50 to +1.25D	
	1.74 High Index	Clear	-14.00 to +9.00D	-6.00D	+0.50 to +1.25D	
	<b>PhotoFusion® Self-Tinting Lenses</b>					
	1.50 Hard Resin PhotoFusion	Gray, Brown	-7.00 to +5.00D	-4.00D	+0.50 to +1.25D	
	1.59 Polycarbonate PhotoFusion	Gray, Brown	-10.00 to +6.00D	-4.00D	+0.50 to +1.25D	
	1.60 High Index PhotoFusion (Canada Only)	Gray, Brown	-10.00 to +6.00D	-6.00D	+0.50 to +1.25D	
	1.67 High Index PhotoFusion	Gray, Brown	-12.00 to +8.00D	-6.00D	+0.50 to +1.25D	
	<b>Transitions®</b>					
	1.50 Hard Resin Transitions®	Gray, Brown & Vantage™ Gray	-7.00 to +5.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex Transitions®	Gray, Brown	-7.00 to +5.00D	-4.00D	+0.50 to +1.25D	
	1.59 Polycarbonate Transitions®	Gray, Brown, XTRActive® Gray & Vantage™ Gray	-10.00 to +6.00D	-4.00D	+0.50 to +1.25D	
	1.60 High Index Transitions® (Canada Only)	Gray, Brown	-10.00 to +6.00D	-4.00D	+0.50 to +1.25D	
	1.67 High Index Transitions®	Gray, Brown & XTRActive® Gray	-12.00 to +8.00D	-4.00D	+0.50 to +1.25D	
	<b>Sun &amp; Polarized</b>					
	1.50 Hard Resin NuPolar® Polarized	Gray, Brown	-6.00 to +5.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex NXT® Polarized	Gray, Brown	-5.00 to +5.00D	-4.00D	+0.50 to +1.25D	
1.53 Trivex NXT Fixed Tint w/Mirror	Gray w/Silver, Brown w/Gold	-7.00 to +5.00D	-4.00D	+0.50 to +1.25D		
1.53 Trivex NXT Fixed Tint	Gray, Brown, Gray-Green	-7.00 to +5.00D	-4.00D	+0.50 to +1.25D		
1.53 Trivex NXT Varia Photochromic	Gray, Brown, Rose to Copper, Day/Nite (Amber/Gray)	-7.00 to +5.00D	-4.00D	+0.50 to +1.25D		
1.53 Trivex NXT Varia Photochromic Polarized	Gray, Brown	-5.00 to +5.00D	-4.00D	+0.50 to +1.25D		
1.59 Polycarbonate NuPolar Polarized	Gray, Brown	-10.00 to +6.00D	-4.00D	+0.50 to +1.25D		
1.60 Polarized (Canada Only)	Gray, Brown	-10.00 to +6.00D	-4.00D	+0.50 to +1.25D		
ZEISS Digital Lens Sport For Fitting Heights 13 to 20mm	<b>Material</b>	<b>Color</b>	<b>Rx Range*</b>	<b>Cyl</b>	<b>Add Power</b>	
	1.50 Hard Resin	Clear	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex	Clear	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.59 Polycarbonate	Clear	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.60 High Index	Clear	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	<b>PhotoFusion Self-Tinting Lenses</b>					
	1.50 Hard Resin PhotoFusion	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.59 Polycarbonate PhotoFusion	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.60 High Index PhotoFusion (Canada Only)	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	<b>Transitions®</b>					
	1.50 Hard Resin Transitions®	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex Transitions®	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.59 Polycarbonate Transitions®	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.60 High Index Transitions® (Canada Only)	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	<b>Sun &amp; Polarized</b>					
	1.50 Hard Resin NuPolar Polarized	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex NXT Polarized	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex NXT Fixed Tint	Gray, Brown, Gray-Green	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex NXT Fixed Tint w/Mirror	Gray w/Silver, Brown w/Gold	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
	1.53 Trivex NXT Varia Photochromic	Gray, Brown, Rose to Copper, Day/Nite (Amber/Gray)	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D	
1.53 Trivex NXT Varia Photochromic Polarized	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D		
1.59 Polycarbonate NuPolar Polarized	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D		
1.60 Polarized (Canada Only)	Gray, Brown	-4.00 to +4.00D	-4.00D	+0.50 to +1.25D		

## ZEISS Digital Lens.

Contact your ZEISS representative or visit [www.zeiss.com/digitallens](http://www.zeiss.com/digitallens) to learn more.

Carl Zeiss Vision Inc.

USA 1-800-358-8258

CAN 1-800-268-6489

[www.zeiss.com/lenses](http://www.zeiss.com/lenses)



We make it visible.