

Easy. Fast. Intelligent.

VISUSTORE® by ZEISS



// INNOVATION
MADE BY ZEISS



Discover the easiest way to order lenses.

VISUSTORE® by ZEISS.

"I was curious and decided I'd like to test VISUSTORE® ...
now I wouldn't use anything else. There's no faster or easier way
to place an order. It's totally convincing."

Maximilian Engel, optometrist



Smartphone instead of landline, GPS instead of maps ... life is becoming increasingly digital. Whether at work or leisure – digitalization is increasingly simplifying and enriching our lives.

One good example: ordering goods on the internet is now easy and self-explanatory. And that is exactly our intention with our online ordering system – to make your work easier.

Modern eyeglass lenses really are a miracle of technology. There are many different ways of tailoring them exactly to the needs of the wearer. This is all enabled by a countless number of lens types and order parameters.

The technologies used to produce modern individualized ZEISS lenses are highly complex – but **now ordering them couldn't be easier**. With the new VISUSTORE® online ordering system by ZEISS.



Place your orders online – regardless of your platform and browser.

ZEISS is digital: VISUSTORE® lets you order your ZEISS lenses, regardless of what platform you use – tablet, laptop or PC. The ordering process is straightforward and self-explanatory. And you always see all the details of your orders at a glance.



Your benefits with VISUSTORE® at a glance:

- **Platform-independent:** order your lenses online via PC, laptop or tablet
- **The speedy solution:** place your order in just 30 seconds
- **Ease of use:** start it immediately – no training is necessary
- **Avoid input errors:** support through immediate plausibility check
- **Optimum sales support:** thanks to easy-to-understand graphics and lens diagrams

Easy, fast, intelligent: the modern way to order lenses.

Read on to find out more. Or test VISUSTORE® yourself now: the following two pages show you how to gain direct access to the new ZEISS online ordering system.

visustore.zeiss.com

Easy.



Everything important at a glance.

VISUSTORE® makes it easy for you: the start page provides you with all the important information you need about your orders – from the content of your shopping cart and the status of your current orders up to news items and the contact data of your ZEISS team. And all other pages are clearly named and structured. Here you will find precisely what you are looking for.

Order status under control.

The start page also informs you about whether your orders can be delivered within your defined timeframe or if there will be delays.





All order data just a click away

The order overview summarizes all data for each order on a single page. This lets you give quick answers to patients' questions or to simply re-place an order.



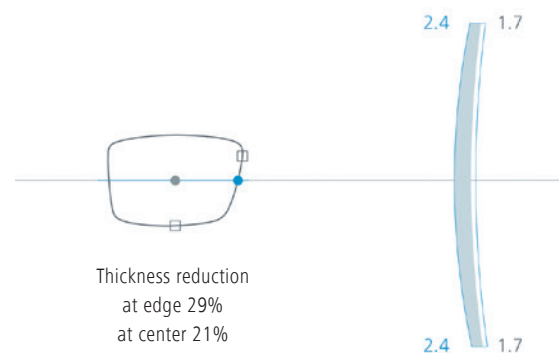
Self-explanatory buttons.

A single click on the small pictographs takes you immediately to the required function: whether you want to check the progression zone, change the frame shape or show the results of the calculation in 3D.



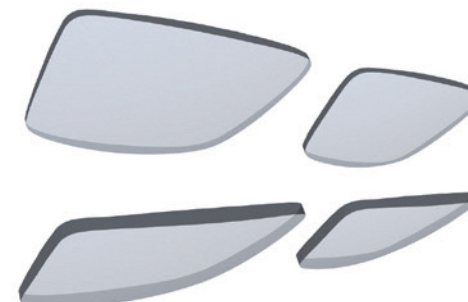
Optimum sales support: the cross-sectional view.

Use this function to demonstrate to your patient the difference in thickness between various selected lenses: with exactly calculated values, percentage savings and cross-sectional views.



Particularly impressive: the 3D view.

Sometimes a picture says more than many words. This function presents the results of the lens calculation in three dimensions. Present the lenses to your patient from all perspectives – directly on your screen. This is ideal for comparing the shape and thickness of different lens types.

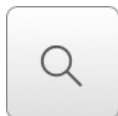


Fast.



The speedy solution.

Your time is precious. VISUSTORE® lets you order lenses the fast and easy way. The system is ready for action immediately after login and guides you precisely through the ordering process – without long loading times. And what about program updates? No updates are needed as VISUSTORE® is online and is therefore always up to date.



Place your order in just 30 seconds – thanks to intelligent product filters.

Automatic filter functions are a major time-saving factor. A few clicks are all you need to select the category, the desired lens type, the material, etc. You will then receive a clear list of the possible lenses.

Filter		Focal type	
Favorites	<input type="checkbox"/>	Sun	<input checked="" type="checkbox"/>
Stock	<input checked="" type="checkbox"/>	Workplace	<input checked="" type="checkbox"/>
Sport	<input type="checkbox"/>	Single Vision	<input checked="" type="checkbox"/>
		Bifocal	<input checked="" type="checkbox"/>
Category		Progressive	<input checked="" type="checkbox"/>
Individual	<input checked="" type="checkbox"/>	Digital/Relax	<input checked="" type="checkbox"/>
Superb	<input checked="" type="checkbox"/>	Office	<input type="checkbox"/>
Plus	<input type="checkbox"/>		
Pure	<input type="checkbox"/>	Material	
Classic	<input type="checkbox"/>	Mineral	
DriveSafe	<input type="checkbox"/>	Organic	
		Variant	
Index		Clear	
1.5	<input type="checkbox"/>	Photochromic	
1.6	<input checked="" type="checkbox"/>	Polarized	
1.67	<input type="checkbox"/>		
1.74	<input type="checkbox"/>		

R 2719 ZEISS PAL Individual 2 1.6

2719 ZEISS PAL Individual 2 1.6

2745 ZEISS PAL Individual Sport 1.6

10042 ZEISS PAL Precision Superb 1.6

2518 ZEISS PAL Superb Sport 1.6

Status					
Complete					
Status	Pos	Sph	Cyl	Add	Ø
Complete	R	2.00	-0.50	2.00	70
	L	2.25	-0.75	2.00	70



Shopping cart: the fast way to copy orders.

The start page always shows you the current content of your shopping cart. Click on a saved order to open it. You can then copy it and re-place the order if necessary – all in next to no time.



Unparalleled speed: determining the position of the bevel.

For orders with edging, a few steps suffice to select the type and form of the bevel. Easy-to-understand graphics considerably facilitate this process.



Automatic



Parallel to the front surface



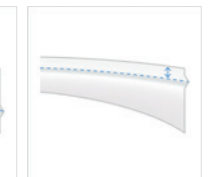
Center



Front third



Back third



% distance from front surface



Time-saving: tablet activation of the tracer.

Simply position the frames in the tracer and activate the instrument with VISUSTORE®. The measured data is then transferred to our online ordering system: VISUSTORE® can process data from almost all standard tracers – and not only via PC or laptop, but also tablet.

Intelligent.



Intelligently networked.

All information from the ZEISS data network – from the refraction and frame data to centration – are transferred to VISUSTORE® for order placement. To transfer this data to VISUSTORE® with a single click, the online ordering system features a flexible interface to i.Com, i.Com mobile and the management software. For rapid, direct and simple data transport – totally without double entries. This speeds up your ordering processes and makes your work easier.

Compatible.

VISUSTORE® enables communication with your management software. This allows you to start the lens consultation directly from your software and to read data for the order immediately into VISUSTORE®. If you have any questions, please contact your management software provider.



1:1

Visual check with the 1:1 tablet display.

This function considerably facilitates your work by allowing you to check the frame shape and centration points directly on your screen. In this way you can see clearly whether drillholes or other parameters are in exactly the position they should be.





Practical input aids.

The display always indicates what information should be input for each step of the ordering process. This ensures that you are always in the picture. For each entry, the system informs you what values should be entered in this field.

Avoid input errors

VISUSTORE® thinks for you. You can only enter those order parameters that are permitted for the selected lens type. If any entries are missing or incorrect, a helpful warning appears in red.

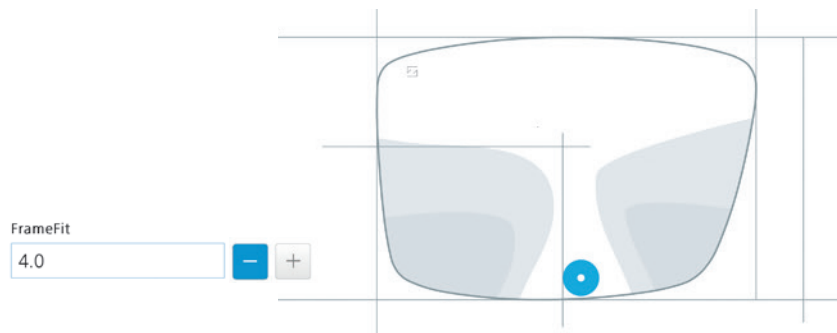
	Sphere	Cylinder	Axis	Addition
R <input checked="" type="checkbox"/>	0.00	0.50	10	2.00
L <input checked="" type="checkbox"/>	2.25	-0.75	170	2.00

Value from 0 to 180 in 1 steps.
You've combined plus and minus cylinder.



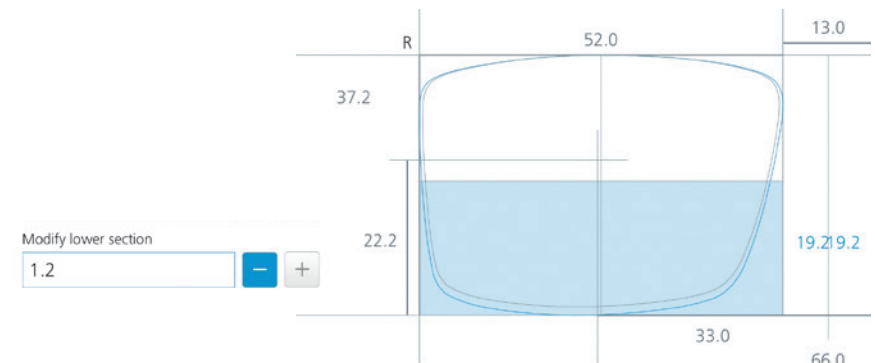
Determining the progression zones

With this function you are guaranteed to find the right progression length. Here you can check the progression zone – and correct it directly on your screen for lenses with a variable progression length.



Individual shape change.

Would you like to modify the shape of a rimless frame? VISUSTORE® lets you adapt the lens shape directly on your screen to tailor it exactly to the needs of your patient.



Ready to go.

How you can access VISUSTORE.®

Option 1:

You have been using LOGON until now.

- Your login data for the ZEISS Partner Network and LOGON are also valid for VISUSTORE®.
- Enter via the Partner Network or log in directly at **visustore.zeiss.com** using your login data. You can start to order lenses immediately.
- Your data remains fully intact: all shopping cart and ordering data are already in VISUSTORE®. Current LOGON orders are also transferred to VISUSTORE®, allowing you to process them immediately.



The switch to VISUSTORE® and usage of the new ZEISS online ordering system are free of charge.

You can find further information on VISUSTORE® in the ZEISS Partner Network.

Option 2:

**You have access to the ZEISS Partner Network.
You do not use LOGON.**

- Your login data for the Partner Network is also valid for VISUSTORE®.
- Enter via the Partner Network or log in directly at **visustore.zeiss.com** using your login data. You can start to order lenses immediately.

Option 3:

You do not yet have access to the ZEISS Partner Network.

Use our hotline to apply for your login data.



Have you forgotten your login data for LOGON or the ZEISS Partner Network?

We will be pleased to assist you.

