

// ENABLEMENT  
MADE BY ZEISS



**Imagine a complete and flexible solution...**  
designed for your business, evolving and growing as you do.



We make it visible.



## **More than just a lens design or technology provider...** ZEISS is your complete solutions partner.

ZEISS solutions support your business development with proprietary technology, product and business solutions.

Backed by the technology and resources of ZEISS, we take a comprehensive approach to evolving your business. We work to understand your goals, your needs and the values that set you apart.

We partner with you to develop a personalised enablement solution encompassing equipment, process, lens products and designs, dispensing solutions, services, training and ongoing support.

ZEISS Enablement assures the whole solution is aligned to your business goals; change is managed thoughtfully and success is replicated across your business.

### **Design & Planning**

- Understand your business goals
- Understand your customer needs
- Understand your laboratory needs
- Customised solution

### **Integration**

- Integration plan
- Integration of lens processing equipment & customised processes
- Staff training

### **Continuing Services**

- Goal reassessment & process evolution
- Technical programs
- Product programs
- Marketing programs
- Training programs
- Finance programs
- Quality programs

### Technology Solutions

ZEISS supports customer installations and qualification across all aspects of technology enablement – hardware, software, and facilities.

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### Freeform Solutions

ZEISS is a pioneer in the development of freeform technology, offering a comprehensive portfolio of sophisticated lens designs and processes.

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### Coating Solutions

ZEISS provides a comprehensive portfolio of lens coating options for anti-reflective, hard coat, specialty coat and tinting requirements.

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### Consumables

A wide variety of ZEISS consumables are available, all manufactured to stringent ZEISS quality standards.

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### Brand Solutions

Multiple branding solutions available to suit business and marketing requirements.

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### Business Solutions

A ZEISS partnership provides an ongoing, all-encompassing relationship delivering business solutions such as marketing, training, financing support, and intellectual property licensing.

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# Select the right technology for your business...

## and produce confidently with ZEISS.

Getting started with on-site freeform and coating enablement requires more than just equipment. ZEISS is a proven partner skilled in guiding successful customer installations and qualifications across all aspects of the technology, including hardware, process and software.

Our technology enablement team can conduct a site survey and capabilities audit, interface with your equipment vendors, and provide on-site process installation, troubleshooting and training for your staff. We can stay in your laboratory until you are producing confidently and to specification, ensuring business results live up to your expectations.

### **Getting Equipped**

ZEISS technologies can be confidently integrated with most freeform equipment platforms. If you require any additional equipment as a result of a capabilities audit, ZEISS can assist you with equipment vendors.

### **Laboratory Management**

#### **Software (LMS) Compatibility**

ZEISS freeform enablement is compatible with many commercially available LMS Systems as well as a number of proprietary systems.

#### **Custom Calculation Services**

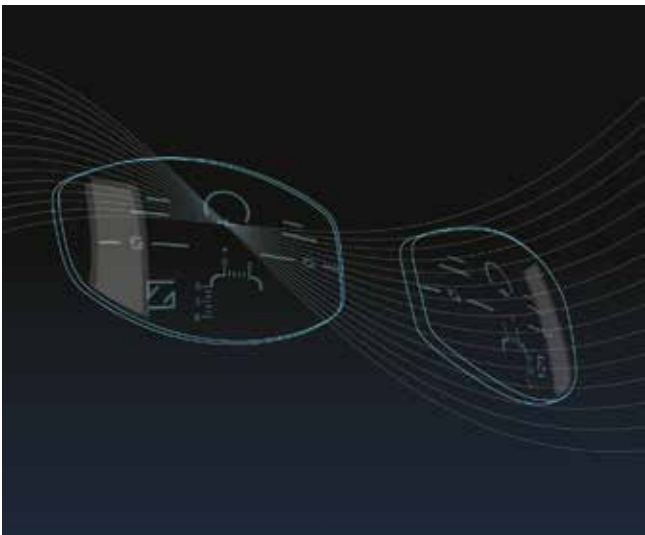
Our custom calculation platform computes any type of lens design (Progressive, Single Vision, Office, Wrap, Specialty) in all materials and on any puck set, using the information received from the LMS. Your orders are securely and reliably transmitted via our global network of servers, with design files and corresponding manufacturing information promptly returned to the LMS.

### **Quality Process Implementation**

The quality of the lens produced has a direct impact on customer satisfaction and lens adaptation. ZEISS quality systems, training and ongoing monitoring programs provide you with peace of mind that your laboratory is accurately replicating the lens design.

### **Patented Technology\***

Not all freeform manufactured lenses are alike. Through ZEISS' comprehensive licensing program, the patented back-surface freeform technology is made available to your business - enabling you to deliver superior visual solutions to the market.



Precision demands high quality standards. Producing large volumes of sophisticated lenses in an accurate and reliable way is a challenging process. Backed by the experience and technology of ZEISS in industrial metrology and precision optics, we provide support and consultancy to ensure high quality standards, based on accurate metrics and reliable processes.





# Choose the products that suit you best... and watch your business grow.

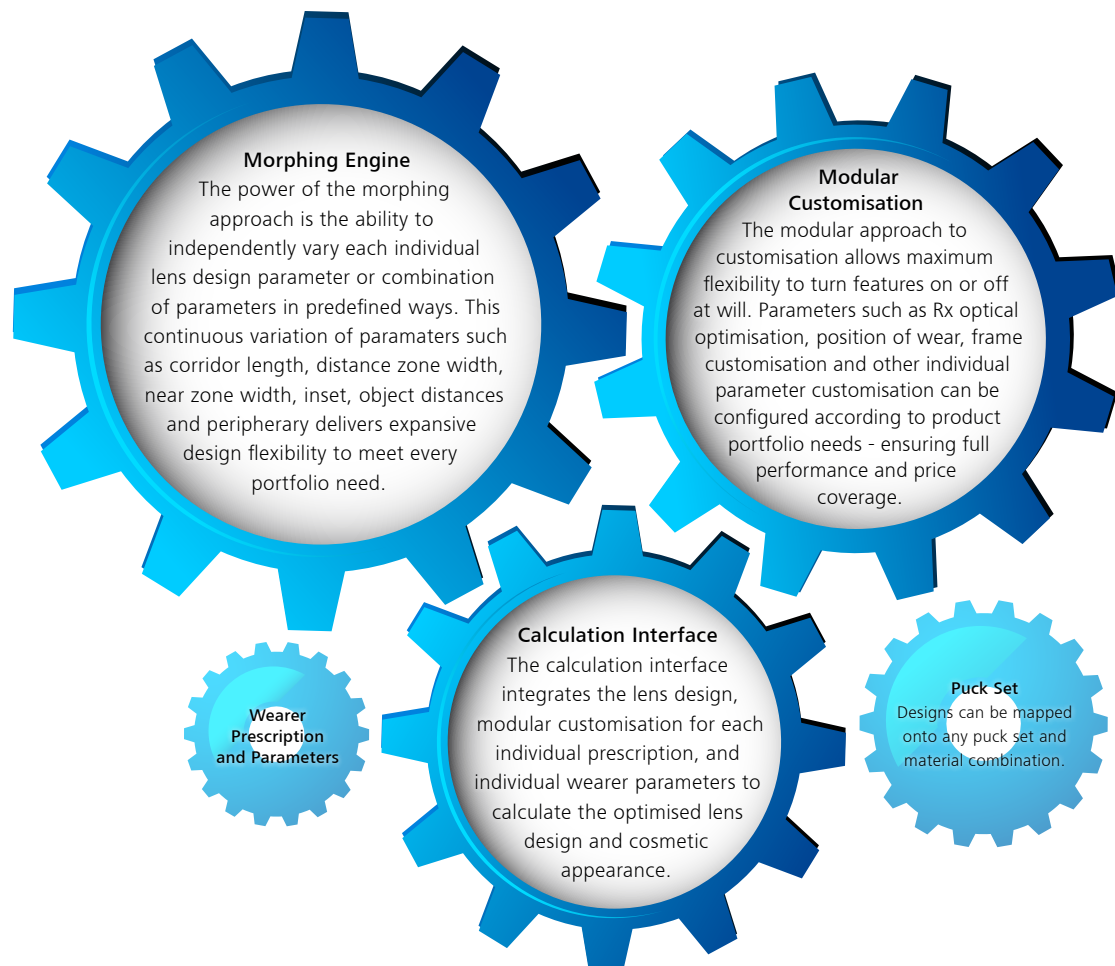
As a global company with a comprehensive portfolio of products and services, we can meet your business needs with flexible and sophisticated solutions.

## Freeform Lens Designs

As a pioneer in the development of the first individualised back surface progressive lens design, ZEISS offers a comprehensive portfolio of sophisticated lens designs. Proven and flexible lens design portfolios are readily available with different layers of customisation.

Drawing on over 100 years of precision optics and extensive vision research, ZEISS continues to innovate with new lens designs and product solutions tailored to your needs. As an alternative to existing designs, ZEISS can work with you to create an exclusive design portfolio.

Using ZEISS proprietary technology and design tools, the Morphing Engine, Modular Customisation and Calculation Interface allows any combination of design features for your product portfolio and positioning requirements.



The flexibility to meet the needs of your customers with a custom lens design portfolio. Using existing lens designs, you can vary the customisation and calculation parameters – or we can assist with designing your own range of freeform lens designs.

Using a combination of the morphing engine, modular customisation and calculation interface, any type of lens design (Progressive, Single Vision, Office, Wrap, Specialty) can be configured for different performance and price options.

Performance Level		Entry Level	Advanced	Premium
CUSTOMISATION	Lifestyle & Occupation			✓
	Adaptive Frame Technology			✓
	Variable Corridor (V)			✓
	Position Of Wear (POW)			✓
	Rx Optical Optimisation (HD)		✓	✓
	Freeform Technology (FF)	✓	✓	✓
CALCULATION	Working Distance (near & intermediate)	✓	✓	✓
	Thinning Algorithm (prism & shape)	✓	✓	✓
	Complex Cribbing	✓	✓	✓
	Base Curve Choice (cosmetics & wrap)	✓	✓	✓
	Decentration	✓	✓	✓
	Variable Inset	✓	✓	✓
	Rotation of Eye	✓	✓	✓

**Lifestyle & Occupation:** Customisation of viewing zones and geometry to suit your customer's individual lifestyle needs and/or occupational requirements.

**Adaptive Frame Technology:** On demand adaptation of near reference point placement for perfect fit into specialty frame shapes.

**Variable Corridor (V):** On demand adaptation of corridor length for perfect fit into chosen frame and easy adaption.

**Position Of Wear (POW):** Optimisation for the individual back vertex distance, pantoscopic tilt and lens wrap angle.

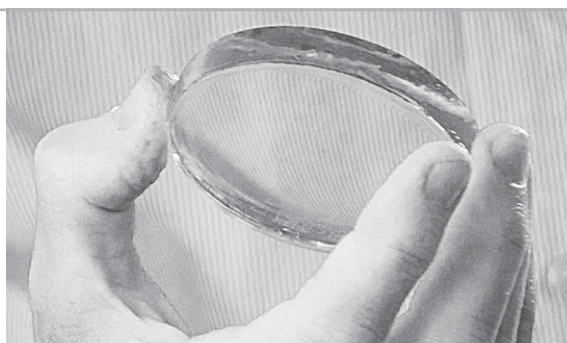
**Rx Optical Optimisation (HD):** Optimisation for the individual combination of prescription and lens design.

**Freeform Technology (FF):** Patented backside digital surfacing ensures design integrity and perfect alignment of design and prescription.

✓ Optional features    ✓ Included features

### Freeform Qualified Pucks

Manufactured to ZEISS standards, our high quality pucks are available in an extensive range of materials (RI 1.49 to 1.74) and treatments (clear, polarized, photochromic). Providing a wide base curve selection, all pucks from ZEISS deliver dimensional stability, material purity, and are a fundamental element in delivering precision optics on the finished lenses.





ZEISS provides a comprehensive portfolio of lens coating options for anti-reflective, hard coat, specialty coat, mirror and tinted coating solutions. Offering protection, comfort and enhanced cosmetics; lens coatings can improve the overall performance of the lens and clarity of vision.

**Anti-Reflective (AR) Coating**

From the time AR Coating was invented by ZEISS (1935) and first commercialised (1959), we have continued to pioneer new and improved coating innovations. With a complete portfolio of options, we enable you to deliver superior visual performance and durability.

**Hard Coating**

Since the introduction of the first hard coating at ZEISS in 1986, the quality and performance of hard coatings has been constantly improved. To achieve high-performance and quality hard coatings on every material, ZEISS hard coating lacquers have been extensively tested and qualified to ZEISS standards.

**Specialty, Mirror Coating & Tints**

ZEISS offers a wide range of specialty, mirror coatings and tints. Many colour options from solid colour to graduation and bi-coloured tints, or even special colours for medical purposes, can be enabled in your laboratory. Using our coating methods, ZEISS mirrors and tints achieve a uniform tint irrespective of the prescription.





# Let us help you stand out from the crowd...

## with inspiring support programs.

In today's competitive landscape, it has never been more important for your business to stand out from the crowd. Offering a host of services and business solutions, ZEISS is here to support your success.

### **Training and Education**

A range of specialist training and support materials are available to help you educate your staff and customers on all aspects of freeform, coating, lab enablement, customized lenses, and the ZEISS brand offering.

### **Brand Options**

Multiple branding solutions are available - from ZEISS branded options to private-label solutions. Each portfolio has a range of freeform lens design solutions to meet the needs of your business.

With ZEISS, you and your customers rely on over 160 years of experience and leading innovation in different fields of optics. ZEISS guarantees the ultimate in optical precision in every lens.

A private label portfolio can be configured using an existing design portfolio or customizing/creating new design solutions, giving you the flexibility to market under your own brand name.

### **Marketing Tools and Programs**

Various tools and programs are available to help create demand, and facilitate communication to all your target audiences. Offering customised marketing initiatives and unique business building opportunities, ZEISS aims to achieve sustainable growth for your business.





#### **Dedicated Customer Care**

ZEISS provides specialist customer care for enabled laboratories via a dedicated support service. Our customer care team is only a phone call, email, or 'click' away and is available to provide product information and technical support whenever you need it – 24 hours a day, 7 days a week.

#### **Laboratory Technical Support**

Efficient and stable laboratory processes are critical to a smooth and successful operation. ZEISS Technicians are available to conduct process audits for freeform, hard coating, AR coating and other processes in your laboratory. A report with recommendations for improvement is provided after the audit. An option to develop and project manage a technology roadmap is also on offer.

#### **Equipment Maintenance**

Keeping your equipment calibrated and serviced is vital to ensure a reliable operation and output. Scheduled maintenance of equipment, functionality checks, and component rebuilds can be provided by ZEISS Technicians across different equipment platforms in the areas of surfacing, hard coating and AR coating.



#### **Engineering Consultancy**

Prescription laboratory start-up, expansion or refurbishment requires considerable planning to ensure the optimal result is achieved. Expert guidance and project management from ZEISS can assist with project planning, facility layouts and equipment selection.

#### **Laboratory Performance**

Improving the performance of your laboratory through continuous improvement can drive greater efficiencies, profitability and customer satisfaction. Operational excellence can be achieved through incremental change targeting all aspects of your business in a modular approach. ZEISS Experts are available to conduct a laboratory performance audit and can work with your business to implement a customized continuous improvement plan.

#### **Click Services: Lens Pre-Calculation**

Pre-Calculation to evaluate different geometries before manufacturing ensures best cosmetic outcome and successful glazing. ZEISS can provide a 3D representation of the prescription lens design output for review before production.



#### **Lens Design & Analysis**

Being empowered to design and produce your own lens designs gives you the flexibility to uniquely meet the needs of your customers and to differentiate your business in the market. ZEISS can provide the training and interactive tools to assist you in designing your own range of freeform lenses.

#### **Product Testing**

The quality of lenses you produce has a direct impact on customer satisfaction. ZEISS offers comprehensive product testing to ensure your laboratory is replicating lens quality, designs and coatings flawlessly.

#### **Quality Auditing**

Implementing ISO International Standards can improve the efficiency and effectiveness of your operations, and ensure that your products and services consistently satisfy your customers' needs whilst complying with all applicable standards. ZEISS can work with your business to develop, implement and internally audit a tailored Quality Management System to assist you in achieving ISO 9001 Certification.

#### **Human Resources & Legal**

Managing staff is a key part of running a successful business. ZEISS can provide advice on how to implement legislation and best practice into your business across a range of topics, including: recruiting, performance management, discrimination, termination, record-keeping, leave requirements, and employment contracts.

#### **Finance**

We understand that making the move to freeform and/or AR coating production can be a substantial investment. ZEISS can provide a range of finance options to support your business development.





// REVELATION  
MADE BY ZEISS



# The moment you see something you couldn't before. **This is the moment we work for.**

**How will doctors treat their patients in the future? What role will photos and videos play in the communications of tomorrow? Just how far can the miniaturization of semiconductor structures go? These and many other questions are what constantly propel Carl Zeiss to new heights of excellence.**

As a pioneer of innovative technology and one of the global leaders in the fields of optics and optoelectronics, Carl Zeiss has always challenged the limits of human imagination.

With its trend-setting products and solutions for use in medicine, Carl Zeiss sets the pace around the globe: both doctors and patients benefit from these leading-edge technologies. One outstanding example is the INTRABEAM radiotherapy system: in some cases it offers breast cancer patients considerably gentler and shorter treatment.

Razor-sharp images in The Lord of the Rings, the most successful movie trilogy of all time, or the crystal-clear image enjoyed by nature watchers through their binoculars or spotting scope – Carl Zeiss reveals fascinating details every time.

In the area of semiconductor manufacturing technology Carl Zeiss is constantly advancing into even tinier dimensions; its products are used to manufacture more than one half of all modern microchips worldwide. Wherever high precision is a must, measuring systems and software solutions from Carl Zeiss ensure maximum standards of quality. They support airplanes to become safer, cars to become faster and wind turbines – the future of power supply – more efficient.

Around the globe, two people per second decide to purchase eyeglass lenses from Carl Zeiss. With its focus firmly on the future, Vision Care develops innovative lenses – like the revolutionary MyoVision that can slow the progression of shortsightedness in children.

This passion for perfection is the driving force behind all the company's business groups. With this goal always in sight, Carl Zeiss creates customer benefits and inspires the world to see things that were invisible before.



**As the pioneer of science in optics, ZEISS continues to challenge the limits of imagination. With our passion for excellence, we create value for our customers and inspire people to see the world in new ways.**

Fuelling innovation for over 160 years in the optical industry.

**NOW AVAILABLE** - patented\* technology and complete solutions from ZEISS.

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