

The moment technology expands your horizons.  
**This is the moment we work for.**



// **ENABLEMENT**  
MADE BY ZEISS

Imagine a complete and flexible solution designed for your business, evolving and growing as you do. ZEISS supports your business development and laboratory enablement with proprietary technology, product and business solutions.

As an innovator\* in eye-side freeform customized progressives, ZEISS is positioned to help you harness the power of freeform technology and lens customization. We guide installation and qualification across all aspects of the technology – LMS interface, calculation services, pucks, generating, polishing, laser engraving, coatings, quality, training and project management.

**More than just a lens design or technology provider, we are a complete solutions partner.**

\*US Patent 6,089,713; EU Patent EP0857993; AU Patent 739,849



**We make it visible.**



## More than a lens design or technology provider. A true solutions partner.

### Everything you need to produce confidently...

In-house freeform lens production can take your business to the next level. But becoming the manufacturer of your own freeform lenses is a major step. You need a partner who will work with you through the entire freeform enablement process and beyond.

Our technology enablement team will 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 will not leave your laboratory until you are producing confidently and to specification, ensuring business results live up to your expectations.

### ...and sell successfully

Harnessing the power of freeform requires a custom approach to staff training, customer/consumer education, merchandising and marketing. Our business development team employs best-in-class training and marketing packages to help you drive sales of your premium customized lenses, and communicate to all your target audiences.

### Custom design solutions

When it comes to lenses, ZEISS has a more comprehensive suite of freeform design solutions. From ZEISS branded options, to private-label solutions, our proven lens design expertise is backed by over 100 years of precision optics and extensive vision research.

#### Lens types

- Progressive
- Computer/office
- Single vision
- Wrap
- Specialty

#### Customization options

- Rx optimization and customization
- Fixed and variable corridor options
- Position-of-wear customization
- Zone size and width customization
- Custom design service

### Quality is in our DNA

The quality of design you produce has a direct impact on wearer satisfaction and lens adaptation. Our quality systems training and ongoing monitoring programs provide you with the peace of mind that your laboratory is replicating the lens designs and powers flawlessly.

### Enablement options

As a full-service freeform solutions partner we offer a complete menu of services, including:

- Patent licenses and technology transfer
- Enablement services and support (on-site and remote)
- Schneider, Satisloh and OptoTech qualified platforms
- Equipment purchase partnership
- LMS compatibility (DVI, CC Systems, Innovations, Optivision, Optifacts, OMICS, VisionStar, and others)
- Freeform qualified pucks
- Marketing services and business consulting

### Are you ready to be enabled?

ZEISS Vision Care Customer Enablement  
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We make it visible.