



## Press Release

### ZEISS Expands its Lens Coating Portfolio

#### ZEISS DuraVison Silver Bridges the Gap between Basic and Premium Lens Coatings

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In their role as everyday commodities, eyeglass lenses are subjected to many different situations. The result: fingerprints, dust or the scratches caused by incorrect storage of the eyeglasses outside a proper case or by fast cleaning of the lenses with the sleeve of a shirt or blouse. To overcome these daily challenges, lenses need one thing above anything else – the right coating.

#### The right coating to meet every need

With ZEISS DuraVision the lens manufacturer is now completing its coating portfolio, supplementing the top-of-the-line ZEISS DuraVision Platinum and the ZEISS LotuTec basic coating. "ZEISS DuraVision Silver is the bridge to the premium coating and is therefore an excellent alternative for price-conscious customers who still want increased protection for their lenses," says Volker Gahr, Product Manager for coatings at ZEISS.

The ZEISS DuraVision Premium coatings offer not only antistatic and easy-clean properties, but also clear vision without reflections. Unlike many other coatings, the residual reflection of ZEISS Premium coatings is not green, but light blue in color. This reduces distracting reflections on the front and back of the lens, therefore ensuring clearer, better vision.

#### Even better scratch protection

"If wearers would like to have even more scratch protection on top of all these positive properties, ZEISS DuraVision Platinum will offer them the complete package," Gahr continues. "Thanks to its nine different, ultra-thin layers, this is the hardest coating you can get from ZEISS."

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**Press contact**  
Vision Care  
Joachim Kuss  
Phone +49 151 42112288  
E-Mail: joachim.kuss@zeiss.com

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## **ZEISS**

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. ZEISS develops and distributes lithography optics, measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and planetarium technology. With its solutions, the company constantly advances the world of optics and helps shape technological progress. The company is divided up into the six business groups Industrial Metrology, Microscopy, Medical Technology, Vision Care, Consumer Optics and Semiconductor Manufacturing Technology. ZEISS is represented in over 40 countries – with around 30 production sites, over 50 sales and service locations and about 25 research and development facilities. In fiscal year 2013/14 the company generated revenue approximating 4.3 billion euros with just under 25,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation). Further information at [www.zeiss.com](http://www.zeiss.com)

## **Vision Care**

As one of the world's leading manufacturers, the Vision Care business group combines ophthalmic expertise and solutions with an international brand. The business group develops and produces instruments and offerings for the entire eyeglass value chain. In fiscal year 2013/14 the business group generated revenue of 761 million euros with around 8,300 employees.