



Press Release

New Eyeglass Lens Helps Our Eyes Keep Up with our Digital Lives

ZEISS Introduces Digital Lens; A Real Solution to Digital Eye Strain

SAN DIEGO, July 10, 2014

More than any other generation, Millennials born in the 80s and 90s love their smartphones and tablet computers -- but their eyes don't. These mobile devices demand a type of vision that humans have never needed before, and the eye has not evolved to cope with them. The gap between our digital lives and what our eyes can do comfortably often results in tired eyes, focusing problems, headaches and neck pain – symptoms collectively known as Digital Eye Strain. Now ZEISS has invented a new type of lens for the way we use our eyes today: ZEISS Digital Lens.

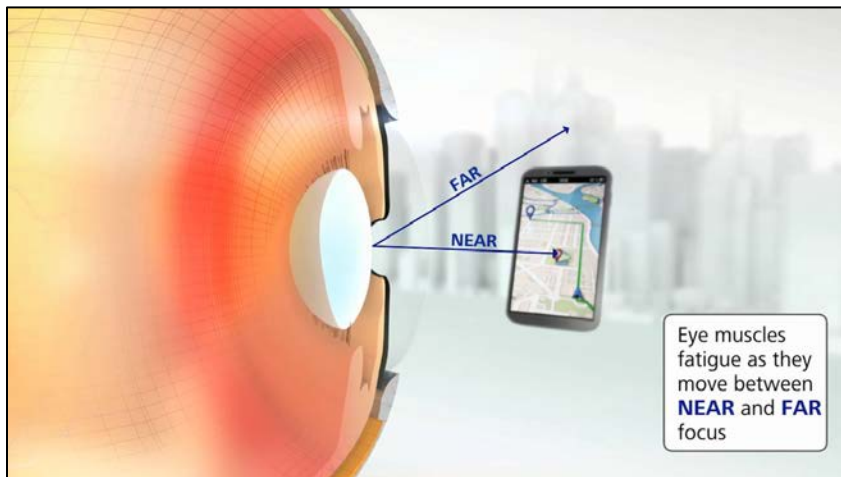


Image courtesy of Carl Zeiss Vision

"The viewing distance and screen resolution of mobile digital devices, and the fact that we are generally multi-tasking when we use them, make the eyes work harder to maintain focus," said Uli Krauss, Chairman and CEO of Carl Zeiss Vision North America. "The traditional eyeglass lenses prescribed to Millennials no



longer meet their full vision need. For patients wearing distance-only glasses, or none at all, ZEISS Digital Lens provides more comfortable vision all day long, and relief for those who are experiencing Digital Eye Strain”



Image courtesy of Carl Zeiss Vision

According to a recent study¹, nearly 70% of U.S. adults experience symptoms of Digital Eye Strain resulting from digital device use. Symptoms are prevalent among adults aged 18 to 54, and most common at the younger end of the range. ZEISS Digital Lenses help the eyes keep up with our digital lives by providing a wide, clear view of the world around us, while incorporating an area of extra focusing power designed specifically for viewing digital devices. Wearer trials show that wearing ZEISS Digital Lens reduced reported Digital Eye Strain by more than 50%.²

“Mobile digital devices are an integral part of our daily lives,” continued Krauss. “No one is going to give up their smartphone because it puts a strain on their eyes. Now, with the introduction of ZEISS Digital Lens, wearers can have the digital lives they want and the comfortable vision they need.”

To stay up to date on the latest Digital Lens news, follow ZEISS on Twitter [@ZEISSVision](https://twitter.com/ZEISSVision). Share your questions or comments about digital eyestrain with us using the hashtag #MyDigitalLife.

¹ “Digitized: The Daily Impact of Digital Screens on the Eye Health of Americans.” The Vision Council. www.visioncouncil.org

² Data on file



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ZEISS

ZEISS is an international leader in the fields of optics and optoelectronics. The more than 24,000 employees of ZEISS generated revenue of about 4.2 billion euros in fiscal year 2012/13. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. ZEISS has been contributing to technological progress for more than 160 years. ZEISS develops and produces solutions for the semiconductor, automotive and mechanical engineering industries, biomedical research and medical technology, as well as eyeglass lenses, camera and cine lenses, binoculars and planetariums. ZEISS is present in over 40 countries around the globe with more than 40 production facilities, around 50 sales and service locations and over 20 research and development sites. Carl Zeiss AG is fully owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Vision Care

The Vision Care business group is one of the world's leading manufacturers combining 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 2012/13 the business group generated revenue of 841 million euros with around 8,900 employees.