



Press Release

Puyi Optical Introduces ZEISS i.Profiler Exclusively in Hong Kong

The leading optician store chain in Hong Kong adds best eye care measurement technology to its superior customer experience by opening the first ZEISS Optical Lab.

Aalen, 11th August 2014 --- Puyi Optical, operator of the leading eyecare professional stores in Hong Kong, launched the PUYI ZEISS Optical Store in a glamorous PR event with guest of honour Consul General Nikolaus Graf Lambsdorff and more than 100 guests end-July. "Introducing ZEISS i.Profiler® plus technology to the market is the next, major step to develop our offer to customers who appreciate superior individualized vision experience", said Jeffery Yau, CEO of Puyi Optical and Europe Watch Group.

"We at ZEISS are pleased that with Puyi a major brand in the eyecare branch in Hong Kong has chosen to add our measurement technology to its service and thus will be offering the full ZEISS experience of better vision also in this growingly important market", said Dr Raymund Heinen, President and CEO of ZEISS Vision Care. "Since 1846 ZEISS is pioneering the optical industry. And with Puyi, pioneer in superior vision experience in China, we have found a partner whose aspirations completely match with ours."

Consul General Graf Lambsdorff, who attended the event and has been examined with the i.Profiler® plus the first time was astonished by the precision of the measurement and stated: "Well, I can tell you I've been living in Hong Kong for more than 1 year now. Practically I see everyday luxury products, high quality products in shopping malls and elsewhere in Hong Kong. But not so many German products besides German cars of course. I think we have been waiting for something like this to see, a globally known world brand ZEISS presented here in style in Hong Kong."

"ZEISS has been partnering with Puyi for many years now", explained PengTat Cheong, Sales & Marketing Director of ZEISS Vision Care Hong Kong. "Puyi and ZEISS together will deliver consumers in Hong Kong the best vision experience possible. With the integration of Puyi's renowned professional and luxury experience and ZEISS' strengths as one of the leading manufacturers in the industry two partners combine what it takes for state-of-the-art vision care: precise measurement, individualized eyeglass lenses and customized service."



Core of the ZEISS Experience is the i.Profiler® plus with i.Scription® technology. Optimum visual performance derives from the best combination of both subjective and objective refraction. And objective refraction reaches a new level with i.Profiler® plus, the first instrument based on innovative wavefront technology that precisely and objectively measures the vision profile of each patient – including highly dilated pupils to simulate night and twilight conditions. i.Profiler® plus with i.Scription® technology is the second generation of autorefractors by ZEISS, following the i.Profiler which marked a break-through in refraction in 2007. ZEISS instruments are designed to thoroughly examine the patients while providing them with a comfortable and technology-driven experience. The collected data delivers a prescription that is as individual as their eyes, and profoundly different in terms of visual performance.

Founded in 2001, Puyi Optical is the first eyewear retail chain targeting the premium eyewear market in Hong Kong. As the market leader, its retail network covers Hong Kong, Macau, Beijing, Shanghai and major cities in the Greater China. Puyi provides hospitable yet professional services, and a comprehensive collection of quality and fashionable brands. To tailor diverse needs of customers, the Group has developed different concept stores, including the prestigious Puyi Optical, fashionable Glasstique, and energetic O-O Shop, privileged Vault and classic POINT DE VUE. It has also introduced the innovative British concept stores Cutler And Gross and Linda Farrow Gallery to Hong Kong.

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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).

ZEISS Business Group Vision Care

As a leading global manufacturer, the Vision Care business group is the 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.