



Press Release

With ZEISS Sunglass Lenses It Never Again Will it be Too Bright or Too Dark

ZEISS AdaptiveSun sunglass lenses quickly adapt their color intensity to the given light conditions

AALEN, Germany, 27 March 2018

ZEISS AdaptiveSun Solutions are the latest ZEISS innovation and will be launched gradually worldwide from April 2018 on. These tinted lenses can adapt to the given light conditions. They always feature a base tint, photochromic technology and offer full UV protection.

The one accessory for outdoors

In very bright sunlight, some sunglass lenses are too bright; if clouds appear, they can quickly become too dark. ZEISS AdaptiveSun Solutions make all these annoyances a thing of the past. Whether you're active and hiking across fields or in the shade cast by mountains or you are in an urban scenery among skyscrapers or in a park, the light intensity will change frequently. Today nobody must do without complete UV and glare protection – you can have it all in just one pair of glasses.

ZEISS AdaptiveSun Solutions use the "from dark to darker" system. These prescription sun lenses offer an initial light absorption of 60%. Should the light conditions change, the lenses will darken by up to 97% absorption in just 18 to 35 seconds. This is a huge benefit for consumers, and it also means there's no need to change glasses. The ZEISS Outdoor portfolio offers different options with ZEISS AdaptiveSun and ZEISS AdaptiveSun Polarized.

UV protection and style in one

ZEISS AdaptiveSun lenses mean consumers can expect full UV protection at all times, regardless of the tint strength. They're just as much of a fashion statement, available in four colors, either with a full or gradient tint: Grey, Brown, Pioneer (grey-green) or Blue. The gradient tinted sun lenses have an initial absorption of 75% in the darkest to 25% in the lightest area. Even ZEISS DuraVision Mirror UV coatings are no problem, and create a very special fashionable effect. To achieve full UV protection and exceptional glare protection in particularly bright sunlight for outdoor activities and sports, ZEISS AdaptiveSun Polarized lenses feature a full tint in Grey, Brown or Pioneer.

AdaptiveSun, DuraVision Mirror UV and AdaptiveSun Polarized are registered trademarks of the Carl Zeiss Vision GmbH.



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About ZEISS

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Research & Quality Technology, Medical Technology, Vision Care/Consumer Products and Semiconductor Manufacturing Technology. The ZEISS Group is represented in more than 40 countries and has over 50 sales and service locations, more than 30 manufacturing sites and about 25 research and development centers around the globe.

In fiscal year 2016/17 the company generated revenue approximating €5.3 billion with over 27,000 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 is available at www.zeiss.com

Vision Care.

The Vision Care business group is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The business group develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand. The business group is allocated to the Vision Care/ Consumer Products segment. In fiscal year 2016/17 the segment generated revenue of €1.1 billion with around 9,770 employees.