

The 100% Solution

ZEISS customized lenses reach new heights with i.Scription technology. Whether it's single vision or progressive, there is a customized lens solution to meet the precise needs of all of your patients. Good, Better, and Best customized lens solutions offer your practice a 100% Customized Lens Portfolio.

	PROGRESSIVE LENSES				SINGLE VISION LENSES		
	GT2 / short	GT2 3D / short	GT2 3DV	Individual 2 NEW (burst)	Aspheric SV	3D Single Vision	Individual SV
EyeFit Technology (enhanced Intermediate/ Dynamic or Near)				●			
Personalized Patient Engraving				●			●
Position of Wear Customized (wrap, panto, BVD)				●			●
Frame Customized (variable corridor)		Wrap Design Available	●	●			Wrap Design Available
Rx Customized (sphere, cyl, axis, add, prism)		●	●	●		●	●
Available with i.Scription		●	●	●		●	●
CORE Technology		●	●	●		●	●
Precise-Form Technology		●	●	●		●	●
ZEISS Design DNA	●	●	●	●	●	●	●
Fit Heights	17mm / 13mm	17mm / 13mm	13 to 35mm	13 to 35mm	OC Height Req'd OC Height Req'd		

Carl Zeiss Vision
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100 YEARS
PRECISION LENSES
MADE BY CARL ZEISS

i.Scription[®] by ZEISS

The new prescription for better vision[™]

See more. Live more.
ZEISS precision lenses.





Unlock the Full Potential of ZEISS Customized Lenses

When you see your patients’ vision needs more precisely, you can help them see the world more precisely. i.Scription by ZEISS brings clarity to a new level, allowing you to create a better Rx, and provide your patients with better vision in their eyeglass lenses.

Unlocking the Secrets of Wavefront Aberrations

Higher-order wavefront aberrations exist in every eye, but each patient’s aberration profile is unique. The visual effects of these aberrations increase as the pupil enlarges in response to reduced light intensity, thus compromising visual clarity, contrast, and even color perception.

Previously, this was a compromise that eye care professionals and patients had to accept. A standard refraction cannot map a patient’s higher-order aberrations, and no eyeglass lens could compensate for an individual’s unique aberrations.

i.Scription by ZEISS allows you to detect and account for wavefront aberrations in your prescription, and in your patients' ZEISS customized lenses.

Now you can account for an individual's higher-order aberrations creating a better visual experience for each patient. Coupling wavefront aberrometry, sophisticated software, and lens customization, i.Scription lets you quickly and easily deliver a more refined prescription and the most ZEISS customized lenses possible.

Better Vision is Just the Beginning

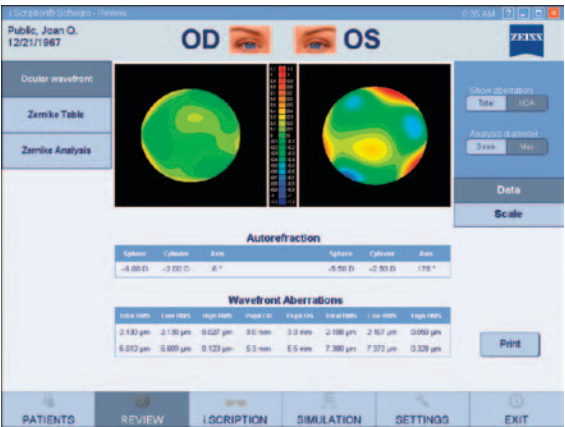
i.Scription doesn't just create a new type of eyeglass lens: it establishes a new level of care that will stand out in your market. Patients will realize that they’re getting a more thorough eye exam and more precise results. And, the more comprehensive i.Scription Rx reinforces patient loyalty and overall satisfaction.

i.Scription benefits for your patients:

- Improved night and low light vision
- Clearer, more focused and relaxed vision
- Better contrast perception
- Improved color vision

i.Scription benefits for you:

- Differentiate your practice with leading-edge technology
- Enhance total business value and volume
- Increased patient loyalty and Rx capture
- Maximize practice revenue through premium customized lenses and AR coatings



Ocular wavefront map in “Review”

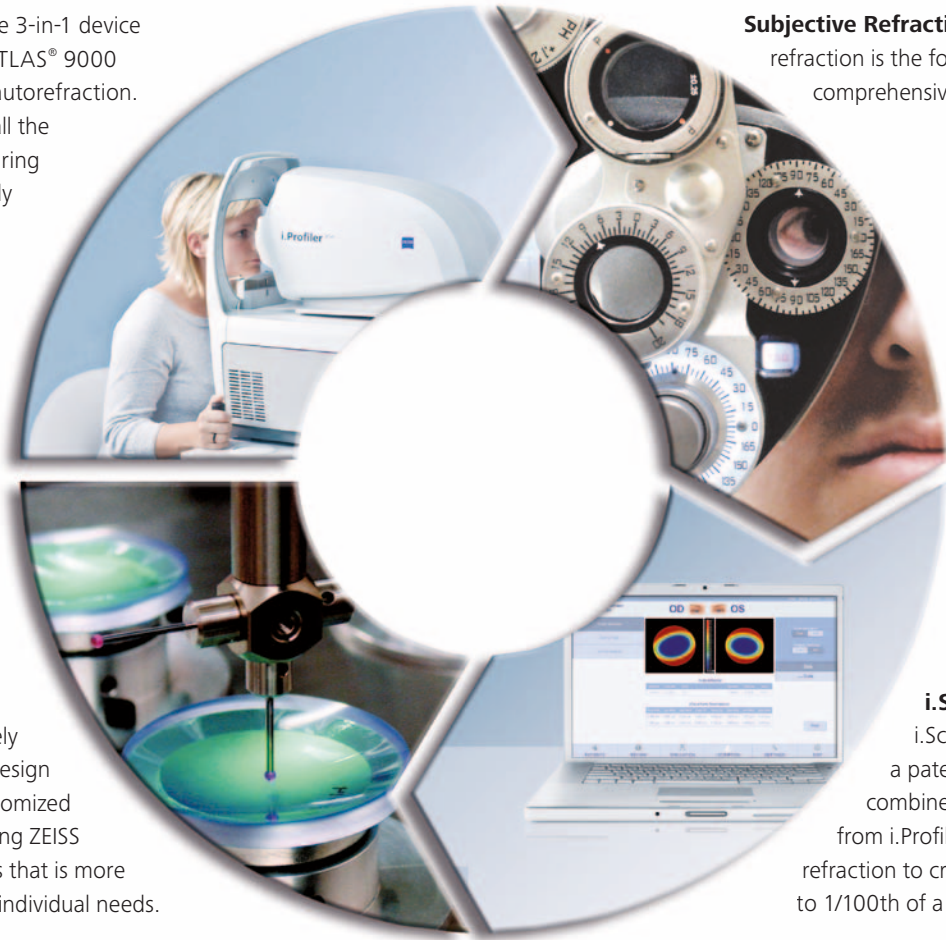
i.Scription at a glance:

- Identification of higher-order aberrations using advanced wavefront technology
- Proprietary software for individually optimized Rx correction
- Best possible image clarity and contrast perception in all visual situations

i.Scription: a Better Rx for a Better Lens

i.Scription allows you to create a wavefront compensated prescription that can be used to design a new type of customized lens. i.Scription incorporates three technologies that work with your subjective refraction to create better vision for your patients.

i.Profiler^{plus}: This unique 3-in-1 device combines aberrometry, ATLAS® 9000 corneal topography and autorefractometry. i.Profiler^{plus} provides you all the data that you need measuring both eyes in approximately one minute.



Subjective Refraction: Your subjective refraction is the foundation for a comprehensive i.Scription.

Precise-Form™ Manufacturing: The finely tuned Rx is used for the design calculation of a ZEISS customized lens, like the award-winning ZEISS Individual, to create a lens that is more tailored to each patient's individual needs.

i.Scription Software: i.Scription software utilizes a patented algorithm to combine the wavefront data from i.Profiler^{plus} with your subjective refraction to create an Rx that is refined to 1/100th of a diopter.

**i.Profiler^{plus}:
Three Measurements in One Simple Test**

i.Profiler^{plus} is a fully automated device that combines ocular wavefront aberrometry, ATLAS 9000 corneal topography, and autorefractometry in one easy step. In approximately one minute, you can obtain all the data required for ZEISS customized eyeglass lenses using i.Scription.

During the measuring process, i.Profiler^{plus} projects a light bundle on the retina. The reflected light transverses the complete optical system and exits the eye at the corneal plane, where it generates the wavefront which is distorted by aberrations of the eye. i.Profiler^{plus} analyzes this wavefront up to 7th order Zernike aberrations and calculates the refractive power distribution across the entire aperture of the pupil. Based on the data from the wavefront analysis, the change in refraction in varying light conditions can be determined precisely.

**The i.Scription Calculation:
Rx in a New Dimension**

i.Scription software acquires the data from i.Profiler^{plus} and uses it to generate a whole new dimension to your subjective refraction—reflecting the patient's wavefront profile and the effect of his or her wavefront aberrations in various lighting conditions. Using your refraction results, i.Scription calculates a second-order Rx optimized for the range of visual situations the patient faces every day.

**ZEISS Customized Lenses:
Better Vision Realized**

The i.Scription Rx is used to design a completely personalized lens, which is then manufactured to 0.01D accuracy using Precise-Form by ZEISS. i.Scription data can be combined with customization for the patient's Rx, frame choice, and position of wear to create the most personalized ZEISS lens available today.



- i.Profiler^{plus} at a glance:**
- Ocular wavefront aberrometer, ATLAS 9000 corneal topography, and autorefractometer—all in one compact instrument
 - Includes i.Scription by ZEISS software—your link to enhanced Rx technology that allows patients to experience the full benefits of ZEISS customized lenses
 - ATLAS Review, MasterFit™II and PathFinder™II Corneal Analysis Software included for advanced corneal topography

Realize Your Patient’s Visual Potential

ZEISS customized lenses using i.Scription improve vision, but increased clarity doesn’t tell the whole story. Patients will also experience enhanced contrast and better color perception.

Independent surveys of i.Scription customized lens wearers showed a distinct preference when compared to ordinary lenses:

- 80% enjoy greater visual comfort*
- 74% see better at night and in low contrast situations*
- Over 66% experience clearer, sharper vision*
- 60% experience colors more intensely*

*data on file



Realize Your Practice’s Growth Potential and Take a Clear Lead Over the Competition



without i.Scription with i.Scription

Better night/low-light vision
Looking directly at a light source at night, such as car lights, results in glare and halo effects. i.Scription technology by ZEISS reduces image noise.



without i.Scription with i.Scription

Better visual contrast
Seeing contrast, such as white letters on a black background, is especially challenging for the eyes. i.Scription technology by ZEISS sharpens contrast.



without i.Scription with i.Scription

Better color vision
i.Scription technology by ZEISS adds more brilliance to your life and lets you see colors as they really are: bright and more intense.

i.Scription offers a new way to deliver patient care, and have a positive effect on your bottom line:

- **Increase revenue and profitability:** By delivering a new level of personalization and performance, i.Scription lenses create a new premium lens category.
- **Gain more patients:** i.Scription provides a new way to differentiate the care your practice delivers—and gives consumers in your area a new reason to opt for private-practice optometry.
- **Retain more patients:** i.Scription gives your patients an ultra-refined prescription that goes beyond the capabilities of other lens providers. Available only on ZEISS customized lenses, and only in private practice.

Practice Marketing and ZEISS Analysis—the ideal complement to i.Scription technology:

- **Attract new patients:** Through unique marketing programs, Carl Zeiss Vision ties in effective tools to drive new patients to your practice, and create demand for the best in ZEISS lens technology.
- **Upgrade more patients:** ZEISS Analysis is a simple, effective process to help your patients understand the link between premium lenses and their individual needs. Each element contributes to creating a better visual experience—and a better patient experience in your practice.

