



Press Release

ZEISS Light 2 facilitates entry into progressive and digital lenses

Extension for ZEISS SmartLife portfolio

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The ZEISS Light 2 branded progressive and digital lenses are the latest addition to the ZEISS Progressive lens portfolio along with ZEISS SmartLife lenses. These new lenses are easy to adapt to, making them ideal for people who have just started to experience vision problems at close range, as well as for more experienced spectacle wearers who are accustomed to standard lenses. The ZEISS Light 2 portfolio provides eye care professionals with upselling opportunities as well as new strategies for acquiring and retaining customers in times of economic uncertainty.

- **New additions to portfolio against the backdrop of demographic changes, digitalization and economic uncertainty**
- **Fast adaptation thanks to moderate-soft design**
- **ZEISS EasyFocus technology for less blur in the periphery**
- **New additions to ZEISS Progressive lens portfolio along with SmartLife lenses: Straightforward marketing and upselling opportunities**

New additions to portfolio against the backdrop of demographic changes, digitalization and economic uncertainty

Although the world's population will continue to grow in the coming years, its composition is set to change massively. The proportion of over 60s is expected to increase from around 13% today to 21.5% (or 2.1 billion) by 2050. By this time, the average age in Europe and North America will be 42.5 years and 38.8 years, respectively.¹ An aging population means a growing number of customers for the ophthalmic industry, but economic factors such as rising prices are also creating significant uncertainty for both eye care professionals and consumers. In addition, the use of digital devices is increasing, especially in the age group for which digital and progressive lenses are most relevant. The addition of the ZEISS Light 2 lenses to the ZEISS SmartLife portfolio will enable eye care professionals to target a wider range of customers – especially those who are price-sensitive – by offering an optimized branded lens that is tailored to their individual vision requirements.

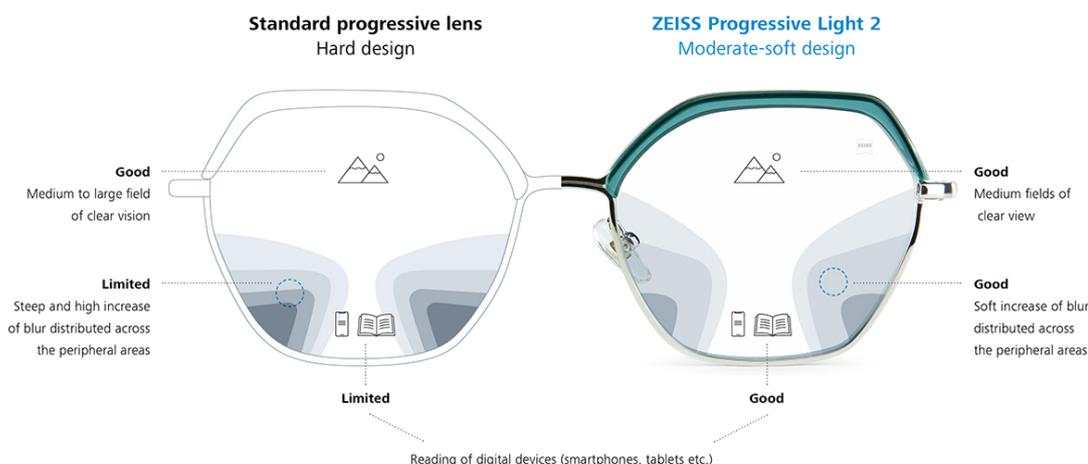
¹ [Demographic change worldwide – Welthungerhilfe](#) (Accessed in October 2023).



Fast adaptation thanks to moderate-soft design

ZEISS Light 2 progressive lenses are tailored to the vision requirements of wearers who have recently been diagnosed with presbyopia – i.e. people who have not previously worn glasses or who have only used single vision lenses – as well as more experienced wearers of standard progressive lenses. The lenses feature a moderate-soft design that provides for a soft increase of blur distributed across the peripheral areas. This facilitates a comfortable transition between the various viewing zones. It also allows that the wearer to adapt quickly and see clearly at all ranges. 68% of ZEISS Light 2 users said that they adapted to their new lenses in just a few hours. 94% found it easy to switch from their previous lens solution, while 96% agreed that with ZEISS Light 2 lenses their vision feels natural.²

Digital lenses are particularly useful for people between 30 and 40 years who experience tired eyes or blurred near vision at the end of the day. The ZEISS Digital Light 2 lenses are specially designed for people who need a pair of glasses for the first time or users who are not used to having different viewing zones in their lens.



The moderate-soft design combines the advantages of hard and soft designs, and therefore enables wide and clear distance zones, enlarged near zones, low peripheral distortion and easy access to the near zone.

ZEISS EasyFocus technology for less blur in the periphery

Made with ZEISS EasyFocus technology, the new lens design of the ZEISS Light 2 considers the natural vertical movement of both eyes from distance to near, which targets at easy focusing, a smooth transition and comfortable access to the wide reading zone. The optical power profile of these lenses optimally matches the inclination of the eye, the distance of objects and the different

² Survey among purchasers of ZEISS Light 2 lenses in India (N=195, Digital & Progressive lenses), 2023, Carl Zeiss Vision International GmbH, DE (unpublished, data on file).



zones. Calculations show that the ZEISS Light 2 lenses offer up to 69% larger binocular vision zones than ZEISS standard progressive lenses.³

The cutting-edge technology used in the ZEISS Light 2 lenses also makes it easier for wearers to switch to ZEISS SmartLife lenses at a later date.

**New additions to ZEISS Progressive lens portfolio along with SmartLife lenses:
Straightforward marketing and upselling opportunities**

Offering existing customers different solutions and employing effective customer retention strategies is very important, especially in economically challenging times. The latest additions to the ZEISS portfolio will enable eye care professionals to offer branded lenses in the mid-price segment to consumers with varying disposable incomes, or to "upsell" solutions that are of a higher standard. They will also create opportunities for acquiring new customers who are attracted to the medium-soft lens design.

These new high levels of customer satisfaction as well as straightforward fitting and consultation for eye care professionals. 92% of wearers are happy with the value for money their ZEISS Light 2 lenses offer.⁴ In a nutshell, the ZEISS Light 2 lenses will encourage new and existing customers to use branded progressive or digital lenses and switch to the ZEISS SmartLife portfolio when their vision needs and requirements change.

The advantages of ZEISS Light 2 at a glance:

- One lens for all everyday scenarios in the mid-price segment
- Clear vision at all distances
- Fast adaption
- Easy reading on digital devices
- Comfortable: thin and lightweight branded lenses

SmartLife is a registered trademark of Carl Zeiss Vision GmbH.

Press contact

ZEISS Vision Care
Maria Conrad
Phone: +49 171 7488 170
E-Mail: maria.conrad@zeiss.com

www.zeiss.com/newsroom
www.zeiss.com/vision-news

³ Calculation & Analysis by Technology & Innovation, Carl Zeiss Vision International GmbH, DE 2023. ZEISS Progressive & Digital Light 2 3Dve lenses compared to synchrony Ultra HD, synchrony Easy HD, ZEISS Progressive GT2 semi-finished and ZEISS Progressive Choice lenses, (unpublished, data on file)

⁴ Survey among purchasers of ZEISS Light 2 lenses in India (N=195, Digital & Progressive lenses), 2023, Carl Zeiss Vision International GmbH, DE (unpublished, data on file).



About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling 10 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2023).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 15 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 43,000 employees, ZEISS is active globally in almost 50 countries with around 30 production sites, 60 sales and service companies and 27 research and development facilities (status: 30 September 2023). Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

Further information at www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The unit is allocated to the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.