

Designed for your digital world.

ZEISS Digital Lens

Now with
sunglass-
level UV
protection™

Clear vision in the real and digital worlds.





Millions suffer from Digital Eye Strain.

85% of people say that mobile devices are a central part of everyday life. But mobile phones and tablets create visual demands that the eye isn't made for.

Up to **70%** of your patients are already **suffering** from **Digital Eye Strain** from daily mobile device use. And standard single vision lenses won't give them relief.

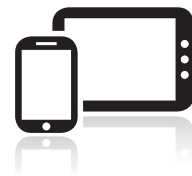
ZEISS Digital Lens is an all-day lens designed specifically for your patients' digital lifestyle. Only ZEISS Digital Lens lets them move easily between the screen and the world, with optimum clarity and complete comfort.

Digital Eye Strain symptoms

- Blurred vision
- Tired eyes
- Headaches
- Dry eyes
- Fatigue
- Neck strain

ZEISS Digital Lens.

The solution for a digital world.



ZEISS Digital Lens is primarily designed for patients in the **25 to 45 age range** who use mobile phones and tablets frequently. It provides a wide, clear distance zone and comfortable near zone for stress-free viewing of digital screens. Designed for all-day wear, ZEISS Digital Lens is ideal for your single vision patients who suffer from Digital Eye Strain.

- ✓ Boost of plus power (0.50D to 1.25D) helps eyes refocus faster
- ✓ Optics and position of near area specifically calculated for optimum viewing of digital devices
- ✓ Extra-large, clear distance zone gives younger patients the single-vision feel that they're used to

Every lens is customized to your patient's exact Rx for optimal performance.

Large distance zone
with a single vision feel



Comfortable near zone
for device viewing



Proven relief for Digital Eye Strain.

Wearer trials show that wearing **ZEISS Digital Lens** reduced reported **Digital Eye Strain** by more than **50%.***

*Data on file.

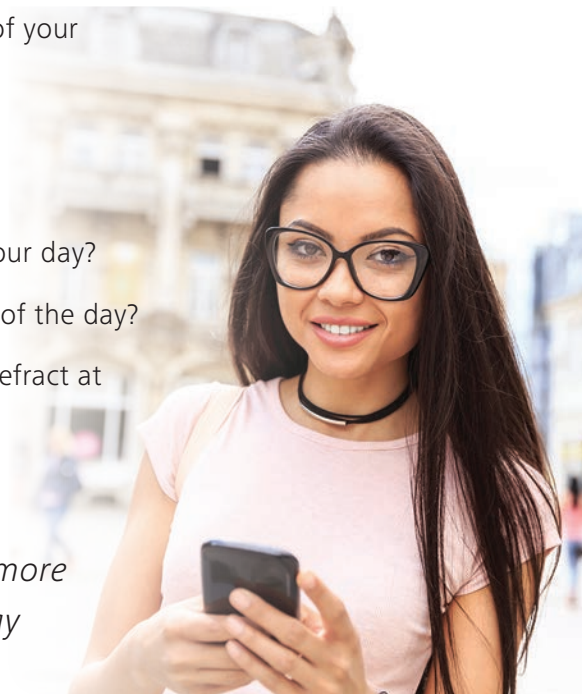
You have many patients who need ZEISS Digital Lens.

Half of lenses sold are single vision. 70% of single vision wearers have symptoms of Digital Eye Strain. That means up to one-third of your patients will benefit from ZEISS Digital Lens.

Here's how to help them:

- 1 Ask non-progressive patients:
 - Do you use mobile phones or tablets throughout your day?
 - Is your vision or posture uncomfortable by the end of the day?
- 2 If your patient is experiencing Digital Eye Strain, simply refract at near for the correct add (0.50D to 1.25D).
- 3 Prescribe ZEISS Digital Lens.

ZEISS Digital Lens makes your patients' device use more comfortable, while providing an outstanding all-day vision experience.



And here's what it will do for your practice.

ZEISS Digital Lens gives you a superior alternative to single vision lenses and creates a new premium lens category for your practice. Grow your bottom line – even without growing your patient base.

Deliver the relief your patients need and build your practice with ZEISS Digital Lens. Ask your ZEISS representative for details today.

✓ Benefits to your patients

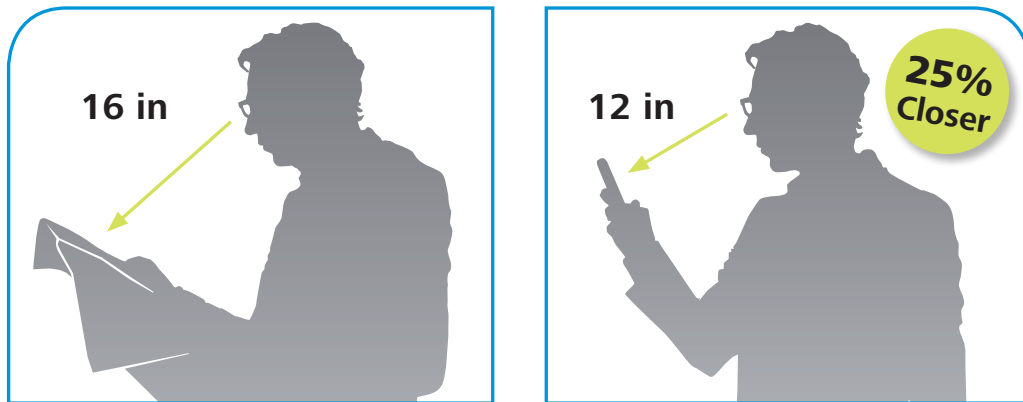
- Stress/strain-free digital viewing
- Comfortable all-day vision
- Relief from Digital Eye Strain

✓ Benefits to your practice

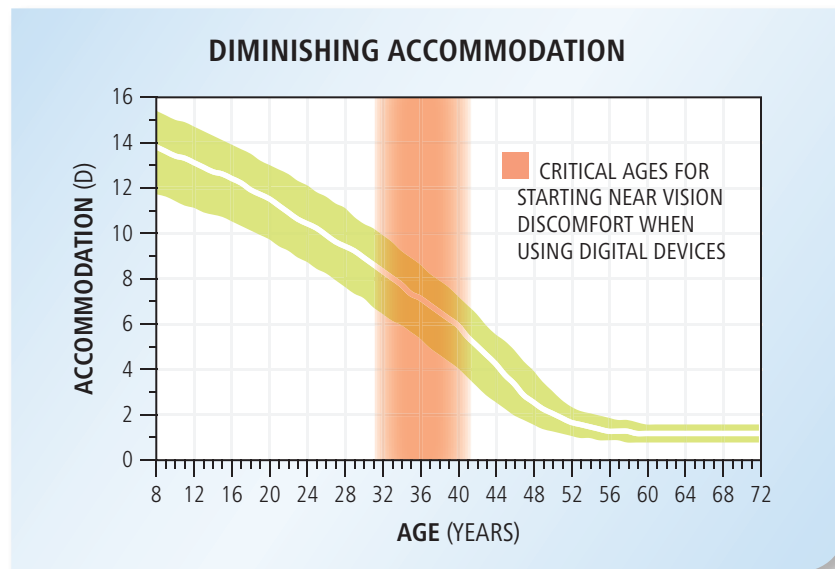
- Increased patient satisfaction
- Increased premium lens sales

Technology has evolved. The eye hasn't.

The human eye is not designed for the visual demands of mobile device usage. Digital devices often have lower resolution and contrast than printed material.



They are also held closer to the eye than printed material, so accommodation becomes an issue at an earlier age.



These combined stressors increase the workload of the ciliary muscles of the eye, leading to Digital Eye Strain. The problem is widespread, with the largest number of complaints coming from people well below presbyopic age.

ZEISS – The trusted leader in precision optics.

Where **PASSION** drives **INNOVATION**.

As a pioneer in the field of optics, ZEISS continues to challenge the limits of human imagination in many fields.

ZEISS precision optics can be found in:

- Eyeglass lenses
- Medical equipment
- Binoculars & scopes
- Movie & Camera lenses
- Microscopes
- Semiconductor manufacturing



Sunglass-level UV protection™ inside every clear lens.

Available in
Rx & Stock
lenses



ZEISS UVProtect™ Technology
Think beyond
the coating.



For more information contact your **ZEISS** Business Development Representative or call **1-866-596-5467**.

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