

// DURABILITY & CLARITY
MADE BY ZEISS



Our
**Most
Durable**
AR lenses
ever

The moment lenses survive even
the toughest endurance tests.

ZEISS DuraVision Platinum.



We make it visible.

ZEISS DuraVision Platinum:

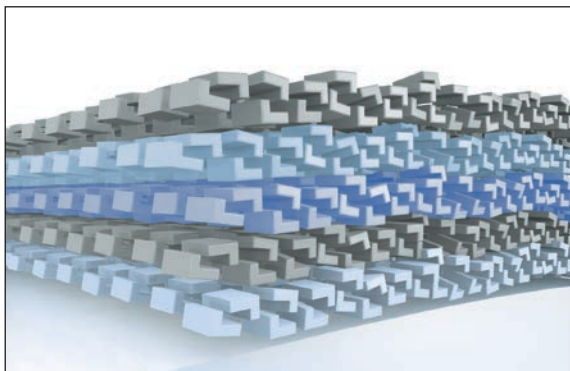
Ideal clarity with real-world toughness.

True clarity requires more than just a conventional Anti-Reflective (AR) coating – it requires the toughness to meet the challenges of daily life. And your patients know it: a recent survey reported that people consider durability to be the most important feature of a lens.¹ To meet this need, ZEISS, the company that invented AR, has set a new standard for clarity, cleanability and toughness: **ZEISS DuraVision Platinum.**

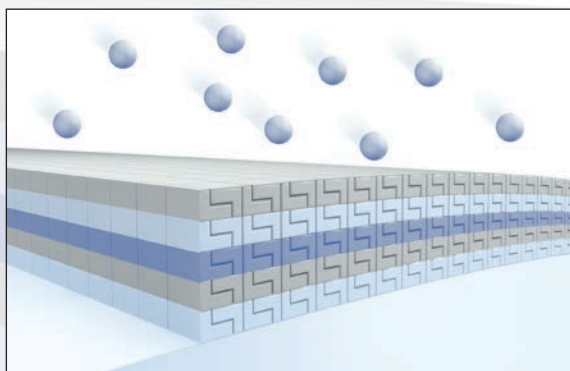
Nine ultra-thin layers for incredibly tough lenses.

Tougher on scratches.

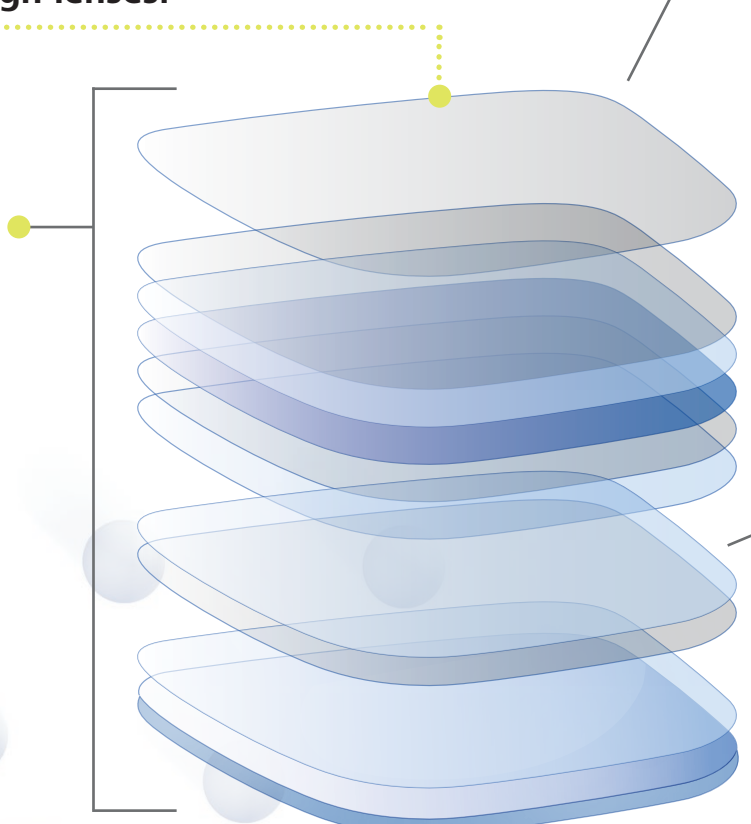
An integrated system of coating layers, densely packed through a proprietary ZEISS process, creates a lens surface three times tougher than the previous generation of ZEISS AR. **No other AR coating offers better scratch protection.**



Conventional AR Technology



DuraVision Platinum Technology



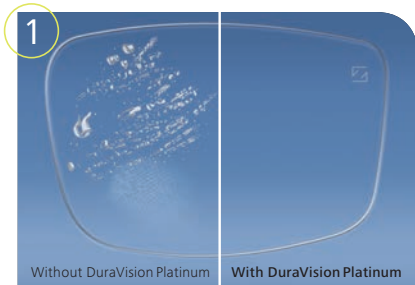
¹ Image and awareness survey conducted by external market research institute. Study included 6,000 eyeglass wearers in eight countries.

Tougher on dirt and smudges.

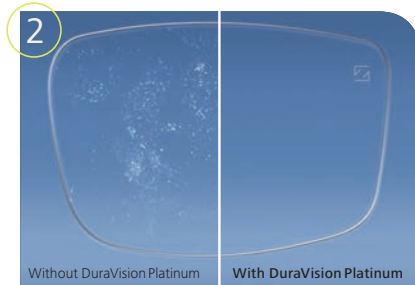
A threefold system for clean lenses is built into ZEISS DuraVision Platinum.

- 1 Our most advanced hydrophobic coating repels oil and water for easy cleaning.
- 2 Our patented² anti-static layer keeps the lenses cleaner longer.
- 3 Toughness and cleanability is proven to hold up over the life of the prescription.

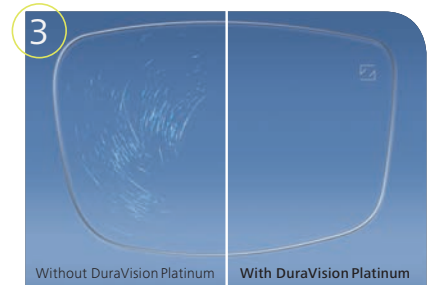
Lens cleaning has never been easier.



... are very easy to clean.



... are dirt-resistant.



... are more durable than ever.

Tougher on reflections.

ZEISS DuraVision Platinum's blue reflex hue reduces reflectance by **over 20%** compared to conventional green AR-coated lenses, resulting in greater clarity.³

The only thing clearer is no lens at all.



Green AR-coated lenses



ZEISS DuraVision Platinum's **blue reflex** hue reduces reflectance by **over 20%**

²U.S. patent no. 6,852,406.

³Compared to Carat Advantage®

Maximum Durability.

Toughness to endure any test.



Your patients expect their lenses to stand up to the wear and tear of daily life. That's why our engineers created DuraVision Platinum to be our hardest, most durable coating ever.

Proven Scratch Resistance.

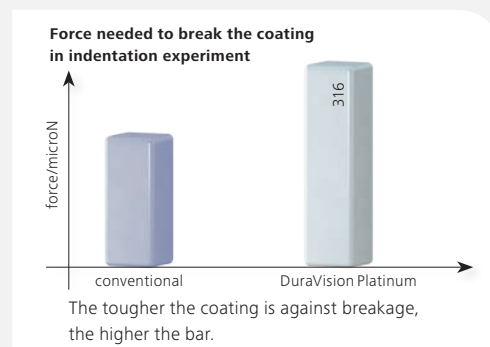
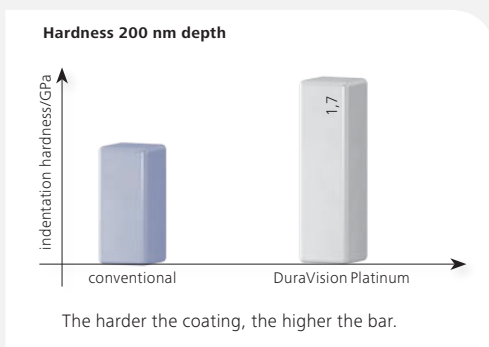


Patients don't always clean their lenses the way we'd like them to. That's why we tested DuraVision Platinum for toughness in real-world cleaning conditions – with a dry unwashed cloth. While previous generations of AR showed scratches after 600 wipes, DuraVision Platinum still looks new. It's clearly the toughest ZEISS coating ever.

Proven Toughness.

Testing performed under ISO guidelines proves that DuraVision Platinum withstands even the most rigorous industry tests, delivering unparalleled results.

- **50% better scratch resistance** than previous generations of ZEISS AR coatings
- **Over 50% more force** can be applied to the lenses without breaking the coating



Superior Clarity.

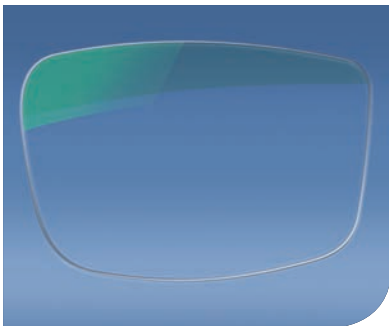
Clear vision free from reflections and glare.

The true measure of AR clarity is luminous reflectance: the lower the reflectance, the greater the clarity. The unique blue reflex color of ZEISS DuraVision Platinum reduces luminous reflectance by **over 20%** compared to conventional green AR-coated lenses.³



DuraVision Platinum AR coating

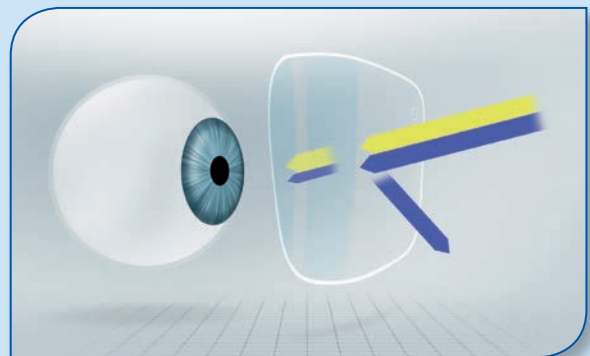
ZEISS DuraVision Platinum features a new blue reflex color that is less noticeable and increases the luminous transmittance of the lens, resulting in even better vision for the wearer.



Conventional Coatings

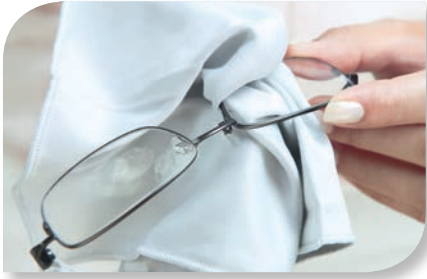
Because eyes are more sensitive to green light, conventional AR coatings that have a greenish reflex color produce a less clear-looking lens.

ZEISS DuraVision Platinum provides **outstanding UV protection** when combined with premium ZEISS materials.



Proven, Long-lasting Cleanability.

Easy cleaning that stands the test of time.

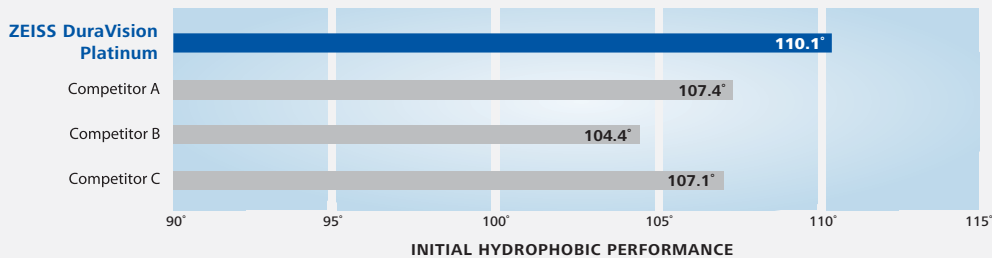


DuraVision Platinum's unique multilayer system provides everything your patients need to clean their lenses effortlessly, and keep them clean for the life of the prescription:



Easy Cleaning. DuraVision Platinum's super-slick topcoat leads the pack in both oleophobic (oil-repelling) and super-hydrophobic (water-repelling) performance, making the lenses extraordinarily easy to clean. Droplets of water and oil literally make less contact with the lens, so it's easier to wipe them off.

Hydrophobic Performance Comparison¹ (higher is better)

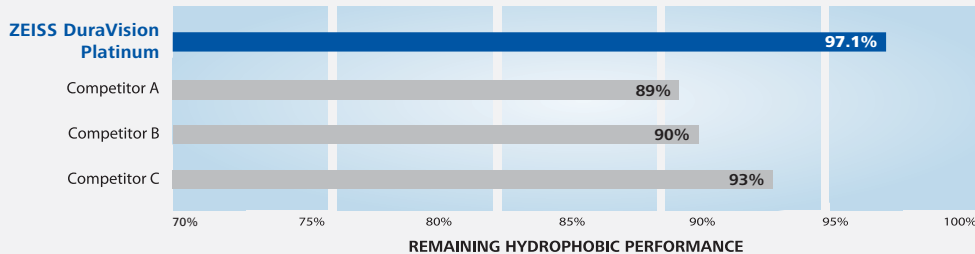


A contact angle of > 110 means water beads up better on the surface of the lens. This allows liquid to roll off more easily than on leading competitive AR lenses, resulting in a cleaner lens for your patients.



Long-lasting. The cleaning properties of DuraVision Platinum hold up better over time than other coatings, resulting in greater patient satisfaction and a greater likelihood of patients including AR with future lens purchases.

Hydrophobic Endurance Comparison² (higher is better)



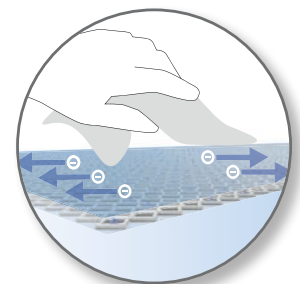
DuraVision Platinum clearly delivers the best hydrophobic performance over time for a better patient experience.

¹ Based on Contact Angle Measurement test of DuraVision Platinum against three other leading anti-reflection coatings. All data based on AR coated hard resin stock lenses.

² Based on Contact Angle Measurement after CCCA testing.



Anti-static. Rubbing a lens with a cloth creates static electricity, which attracts dust. DuraVision Platinum's patented anti-static layer decreases the buildup of static electricity by over **90%**, dramatically reducing dust on the lenses and keeping them clearer longer.



ZEISS DuraVision Platinum.

From the inventors of anti-reflective lenses.

The best coating ever from the inventors of anti-reflective lenses, DuraVision Platinum offers your patients and your practice everything you could ask for from an AR coating.

✓ Benefits to your patients

- Better anti-reflective properties than conventional AR
- Tough enough to withstand every day wear-and-tear
- Extremely easy to keep clean
- Anti-static barrier reduces frequency of cleaning
- Performance lasts for the life of the prescription

✓ Benefits to your practice

- Offer your patients greater clarity without extra cleaning effort
- Benefits that last – patients will still love their AR when they come back for their next pair
- Premium performance for premium sales

Your opportunity starts here.

- Everything your patients need for true, lasting clarity.
- Everything you need to grow your AR business.

It all comes together in ZEISS DuraVision Platinum.

Ask your ZEISS representative about DuraVision Platinum today.



The moment you see something you couldn't before.
This is the moment we work for.

How will doctors treat their patients in the future? What role will photos and videos play in the communications of tomorrow? Just how far can the miniaturization of semiconductor structures go? These and many other questions are what constantly propel ZEISS to new heights of excellence.

As a pioneer of innovative technology and one of the global leaders in the fields of optics and optoelectronics, ZEISS has always challenged the limits of human imagination. This passion for perfection is the driving force behind all the company's business groups. With this goal always in sight, ZEISS creates customer benefits and inspires the world to see things that were invisible before.



Optimize your patients' vision while boosting your revenue.
i.Scription® by ZEISS.

Wavefront optimized refraction enhances your patients' vision and your bottom line.

- Maximize patient satisfaction and referrals
- Boost Rx retention and revenue
- Increase practice differentiation
- Earn rebates and tax deductions



**THE NEW
PRESCRIPTION FOR
BETTER VISION.**

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ZEISS DuraVision Platinum.

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We make it visible.