



// PRODUCTIVITY
MADE BY ZEISS

The moment you improve her workday
and your bottom line.

ZEISS Officelens.



We make it visible.

Every job needs the right tool.

Most types of lenses don't allow comfortable viewing for sustained near-to-intermediate activities like office work and computer use. Using inappropriate eyewear for these activities can constrain vision and cause symptoms such as dry, tired eyes, and head, neck or back pain.

Problem: other lenses create ergonomic issues



Reading lenses

Problem: No intermediate vision

Result: Wearers lean in toward screen to see clearly, creating unnecessary strain on neck and back



General-purpose progressive lenses

Problem: Narrow intermediate located below eye level

Result: Wearers lift their heads to view screen, causing strained neck and shoulder muscles

Solution: ZEISS Officelens



ZEISS Officelens

Solution: Wide, ergonomically positioned near and intermediate

Result: Wearers maintain natural posture for complete comfort all day long



Why are computer vision problems going untreated?

Nearly half of progressive wearers who use computers suffer from symptoms of Digital Eye Strain. But only a few have eyewear designed specifically for computer use. **Why?** One big reason is that eye care professionals have found “computer lenses” to be limited in capability and difficult to order and dispense.

Now there is an innovative new freeform solution that addresses your patients' needs and your practice's:

ZEISS Officelens.

- More **versatile** and **personalized** than ordinary computer lenses
- **Easy** to work with and **prescribe**
- Excellent **multi-pair opportunity** for your practice

73% of eyeglass wearers spend at least 4 hours daily in front of a screen

49% of progressive lens wearers have visual and body posture problems at work

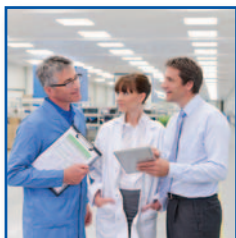
63% are unhappy with their lenses at the workplace

*Source: 2011 survey by Leibniz Research Centre for Working Environment and Human Factors

Crisp, relaxed vision all day long.
ZEISS Officelens.



A breakthrough in personalization: **Working distance, Rx, and frame.**



Unlike other computer/office lenses, ZEISS Officelens lets you easily personalize the lenses for your patient's preferred working distance without having to determine the intermediate power. All you have to do is specify one of the following product options:

- 1 ZEISS Officelens Book.** Widest fields of clear vision out to 3 feet (100cm). For reading, using a computer or handheld device, and other visually intensive up-close activities.
- 2 ZEISS Officelens Desk.** Wide fields of view out to 7 feet (200cm). For reading, computer use and a clear view of a cubicle or small office.
- 3 ZEISS Officelens Room.** For nearly any indoor or closer-range outdoor visual activities, with wide, clear vision out to 14 feet (400cm.)



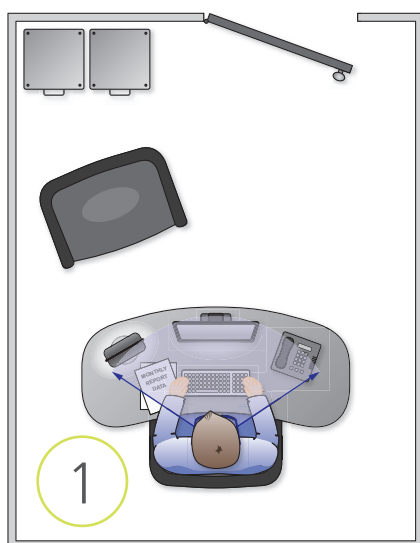
Customized for prescription and frame

ZEISS Officelens is made using patented* ZEISS back-surface freeform technology and is fully customized for:

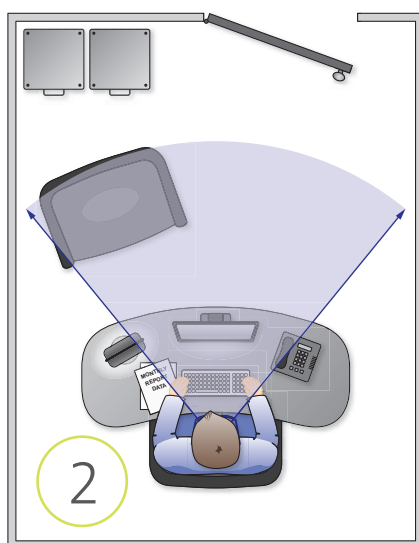
Rx – Designed specifically for your patient's exact sphere, cylinder, axis and add, ZEISS Officelens delivers wider, more symmetrical fields of view compared to ordinary computer/office lenses.

Frame – The viewing zones of ZEISS Officelens are automatically sized for the frame for fitting heights of 13-35mm.

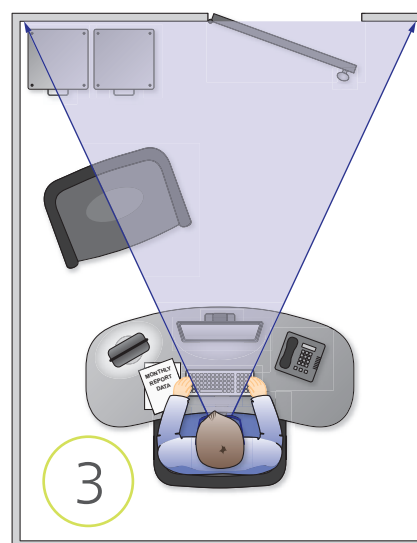
*US Patent 6,089,713



ZEISS OFFICELENS BOOK



ZEISS OFFICELENS DESK



ZEISS OFFICELENS ROOM

WORKING DISTANCE MADE EASY!

A simple path to more second-pair sales.

Easy to recommend. A few simple questions will determine whether a patient needs ZEISS Officelens:

- ☒ Do you have problems with poor vision, tired or dry eyes, head, neck or back pain while working at a computer/in an office?
- ☒ Do you spend more than two hours working with a computer/in an office each day?

Easy to afford. ZEISS Officelens is more affordable than most freeform computer/office lenses, making it accessible to more patients suffering from Digital Eye Strain.

Easy to order. Order the same way you order a progressive lens, then simply choose the patient's preferred working distance option. There is no need to specify an intermediate power.

Expanded Availability. Offered in more materials and treatments than most other computer lenses. Available with all ZEISS AR coatings.

Not just for the office. ZEISS Officelens provides clearer, more comfortable vision for any other near and intermediate activities like cooking, gardening, or gaming.



Your opportunity starts here.

Give your patients relief from Digital Eye Strain, and take advantage of a powerful multi-pair opportunity. Ask your ZEISS representative about ZEISS Officelens.



Benefits to your patients

- Relief from symptoms of Digital Eye Strain
- Best visual acuity for near to intermediate vision, with wide viewing zones
- Crisp, relaxed vision all day long
- Personalized for patient's working distance



Benefits to your practice

- Increased patient satisfaction
- Outstanding multiple-pair opportunity
- Easy fitting and ordering
- Available with i.Scription® by ZEISS
- Wide material availability and power range

ZEISS Officelens Availability

Material	Rx Range	Cyl	Add Power
1.50 Hard Resin	-7.00 to +5.00D	-4.00D	0.75 to 3.50D
1.53 Trivex®	-7.00 to +5.00D	-4.00D	0.75 to 3.50D
1.59 Polycarbonate	-10.00 to +6.00D	-4.00D	0.75 to 3.50D
1.60 High Index	-10.00 to +6.00D	-6.00D	0.75 to 4.00D
1.67 High Index	-12.00 to +8.00D	-6.00D	0.75 to 3.50D
1.74 Super High Index	-14.00 to +9.00D	-6.00D	0.75 to 3.50D

ZEISS Officelens

Contact your ZEISS representative or visit www.zeiss.com/officelens to learn more.

Carl Zeiss Vision Inc.

USA 1-800-358-8258

CAN 1-800-268-6489

www.zeiss.com/lenses

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Other patents pending. i.Scription is a registered trademark of Carl Zeiss Vision. Trivex is a registered trademark of PPG Industries Ohio, Inc. 0000139.19530 Rev. 09/13



We make it visible.