

## Today's Webinar: **Position of Wear: Measuring Success with Digital Tools**

---



Thank you for joining us, **we will begin our Webinar shortly...**

Please help us to provide the best Webinar experience for everyone and to conserve your internet bandwidth:

- **Please turn off your video feed**
- **Please place your phone on mute**

# ZEISS Web Series Speakers



## Webinar presenters:



Brent McCardle, LDO



Mary Herd, MBA, ABOC



Sara Cecchini, MBA



Robert T. Spirito, MBA, ABOM,  
NCLEC



Steven Haifawi, MBA, ABOC



Cindi Davis, ABOC, CPOT



Maureen Hanna



# ZEISS upcoming webinars



## Today and Wednesday:

### Position of Wear: Measuring Success with Digital Tools

Every optician has their favorite PD ruler but in today's digital world consumers expect more. In this webinar we will explore how today's digital tools incorporate technological advancements that provide ultra-precise measurements that not only instill a higher sense of confidence but set your dispensary apart from the competition.

## Thursday:

### Bouncing Back from the Brink

Please join us for a special panel discussion on lessons learned and moving forward in the new normal. This panel is a cooperative effort by IDOC and ZEISS to provide timely real-world information and examples from our panelists of Eye Care Professionals.

## Next Week:

### ZEISS Vision Technology Solutions Series

Enhance the consumer journey in your office with ZEISS Vision Technology Solutions. We will explore the ZEISS i.Profiler Plus, ZEISS i.Scription, and the platform that is preparing your practice for tomorrow the ZEISS VisuFit 1000.

### Combatting Online Eyeglass Sales

Online eyeglass sales are becoming more and more of an obstacle for eye care professionals. This presentation will provide information and "hands-on" examples of what eyewear solutions are available online to your patients, pricing information and strategies of online retailers. This course is 100% based on results and purchases from a research study of online retailers, and is designed to help offices compete against the online, low price eyeglass alternative.

### Reopening During Covid-19: How to Prepare

During this webinar Dr. Vanek will provide her insight and research in preparing to reopen after Covid-19 including some best practices for reopening as well as how to prepare and protect your staff and your patients.

<https://zeiss.com/webinars>

## ZEISS Virtual Expo



In the spirit of bringing us closer, sharing product innovations, and supporting Eye Care Professionals, we've created a brand new digital concept: **ZEISS Virtual Expo**.

Whether in PJs or jeans, using a laptop or smartphone, you can now take a 3D tour of the ZEISS booth and interact with exclusive bite-sized content.

ZEISS Virtual Expo is a 24/7 experience, and is available now at:

[www.ZeissVirtualExpo.com](http://www.ZeissVirtualExpo.com)

## Continuing Education

### Is this course accredited?

- Yes, you can receive either 1 hour of ABO or NCLE

### How do I get my credit?

- We currently plan to mail your physical certificate on or around May 1<sup>st</sup>
  - This depends on a few factors including the ABO/NCLE being back in the office with enough time to send us the certificates, but we will send as soon as possible
- We will mail the certificate you requested (ABO or NCLE) to the address you provided during registration
  - If we have any issues we will reach out to you
- If you have any questions or concerns you can email me directly at:  
[Steven.Haifawi@zeiss.com](mailto:Steven.Haifawi@zeiss.com)

## Today's Presenter



**Steven Haifawi, MBA, ABOC**  
Head of Vision Technology Solutions

[Steven.Haifawi@zeiss.com](mailto:Steven.Haifawi@zeiss.com)



# Position of Wear: Measuring Success with Digital Tools



**Steven Haifawi**

2020-04-02

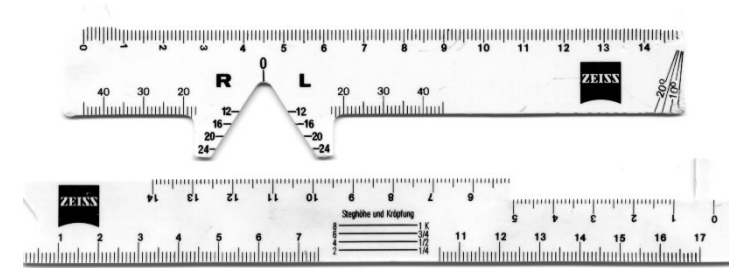
- Traditional measuring techniques and the differences
- Binocular field of view and centration errors
- Importance of position of wear
- Differences in ZEISS devices
- Automatic head and tilt correction
- VISUFIT 100
- Suggested script

# Traditional Centration Methods



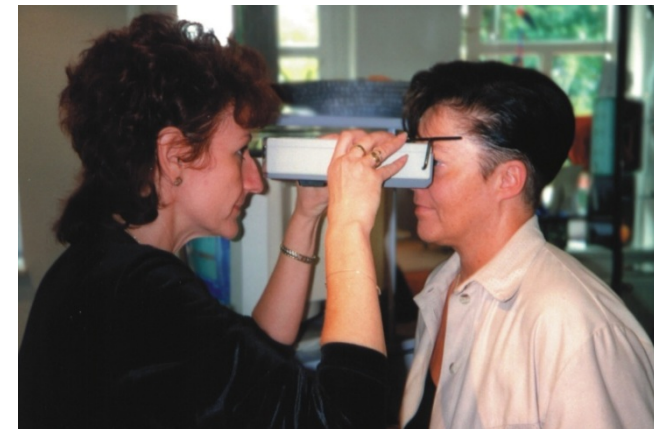
## Traditional Manual Method

- Takes a lot of training and experience to deliver consistent and accurate results
- It's main benefit is that it determines the lens position in the frame
- Key disadvantage is that it is skill dependent
- Considered a low tech procedure by the patient



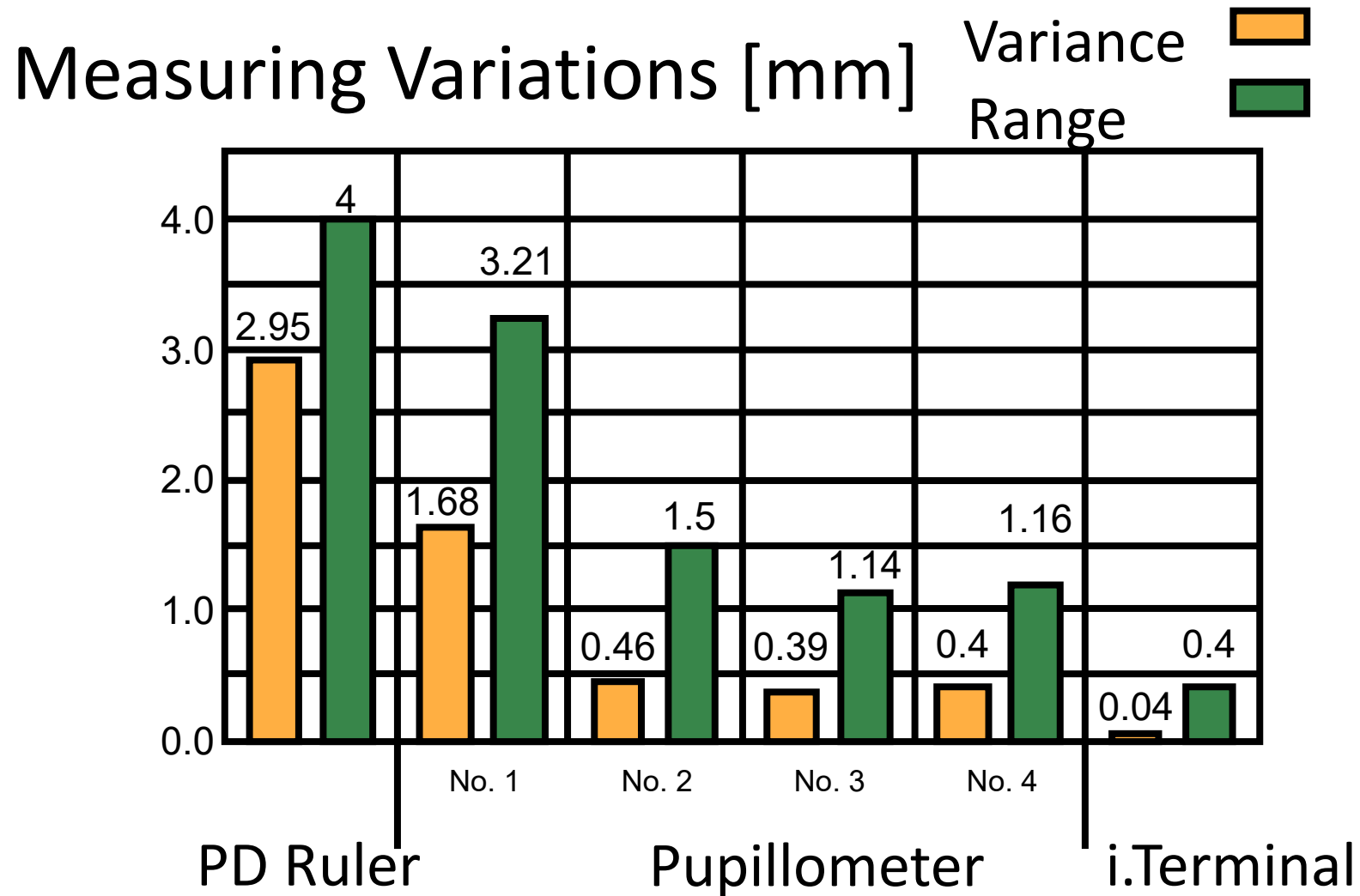
## Pupilometer

- Provides good binocular PD measurements
- It's main benefit is that it is quick and easy to use
- Key disadvantage is that does not determine the position of the eyes relative to the frame.

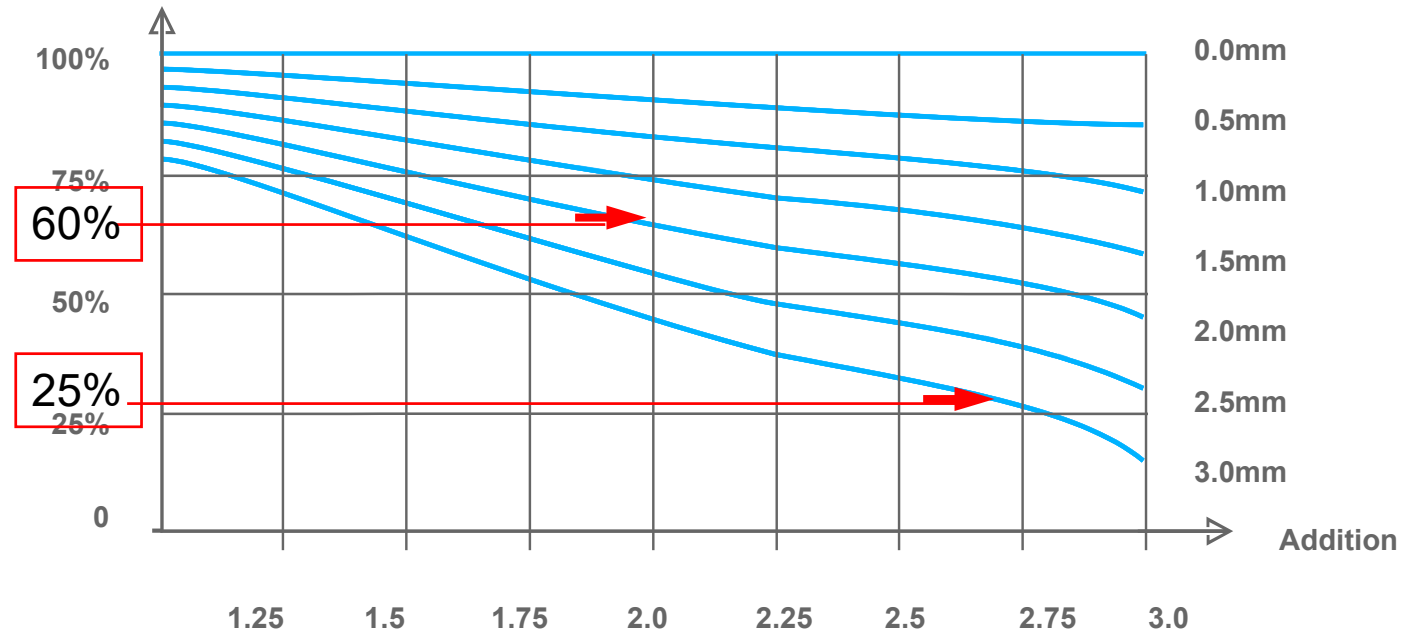




# Variances in Different Methods

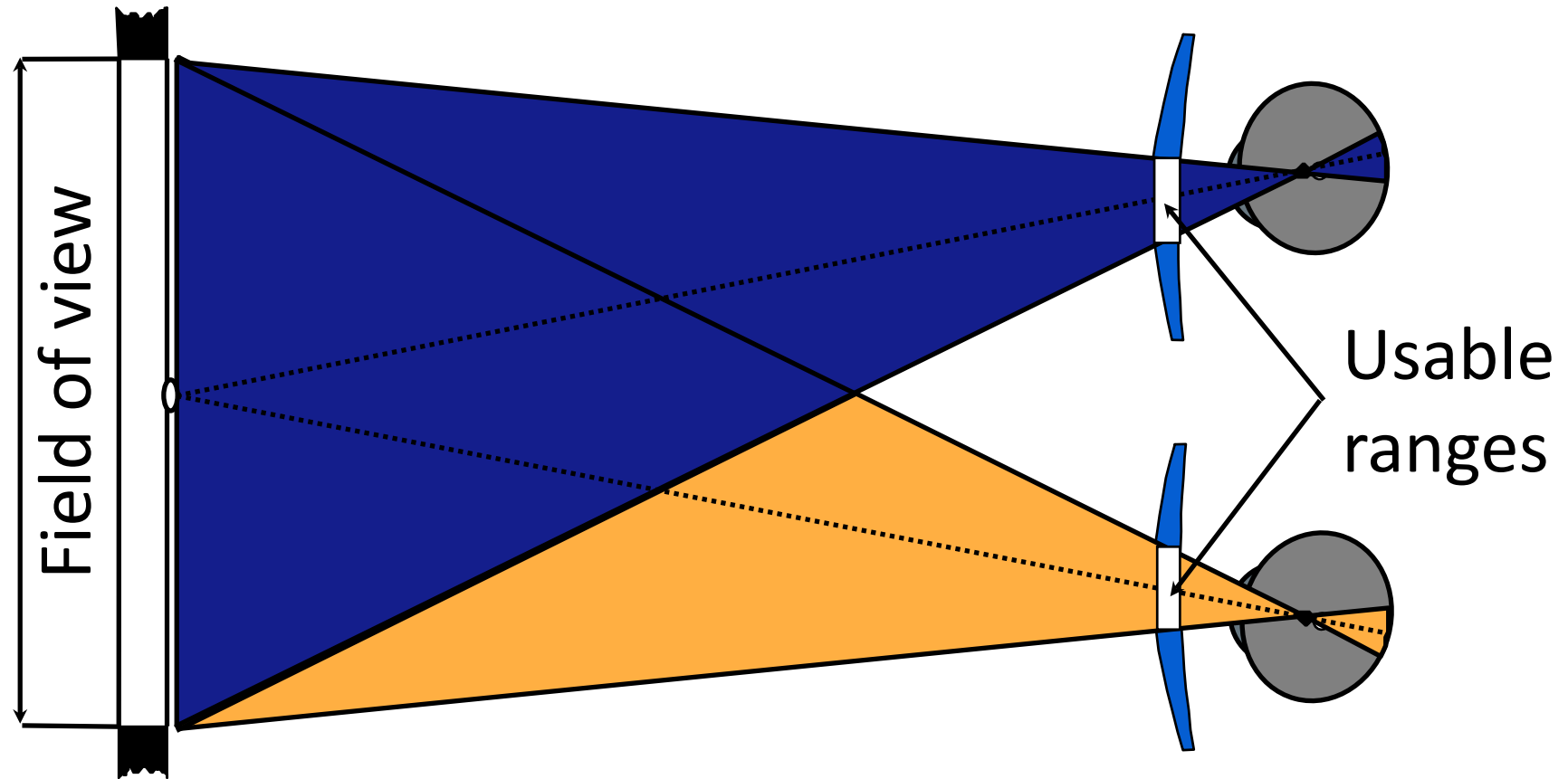


# Importance of accurate centration

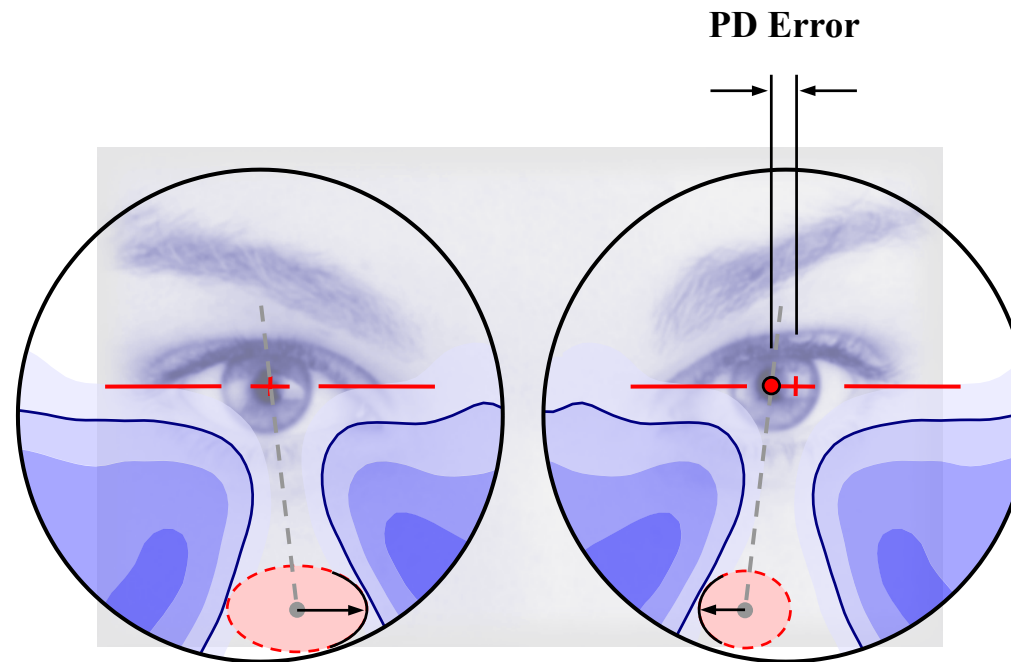


Binocular centration error of 2mm may result in a reduction in field of view of  
Approx. 25 %

# Binocular Field of View



A 2mm error in lens centration from imprecise measurements can reduce the binocular field of view by up to 25% or more



**Centration Errors Restrict the Utility of the Lens**

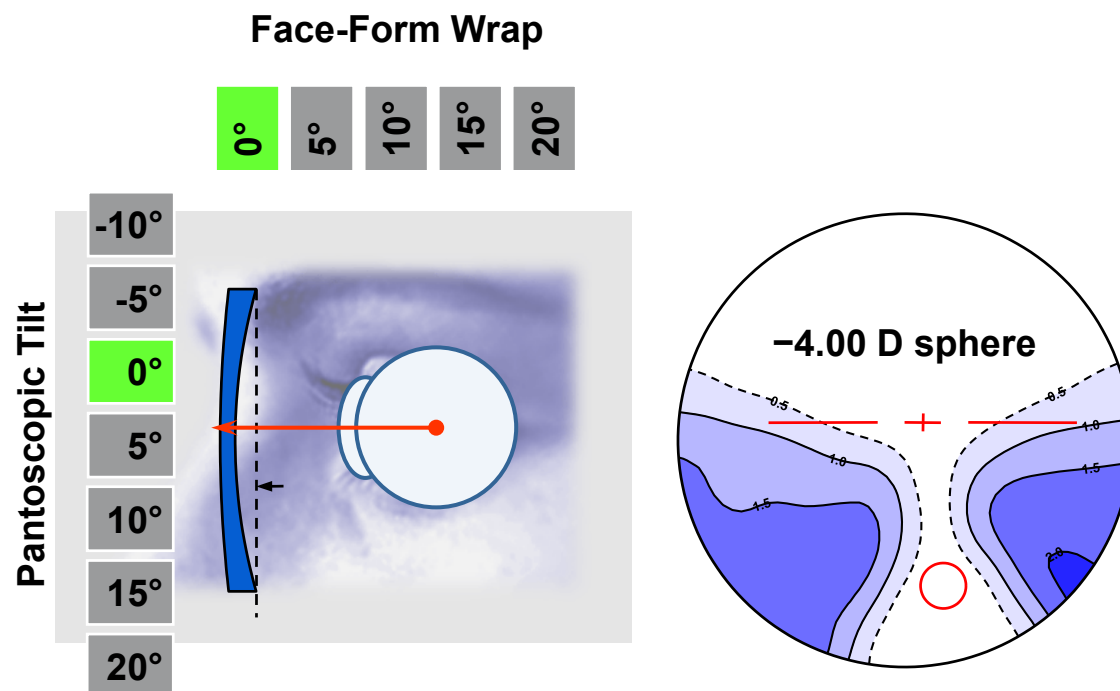


# Limitations of Traditional Lenses

## Optical Effects of Position of Wear



Conventional lenses are often designed to deliver ideal optimal optical performance when the lens has no tilt relative to the optics of the eye

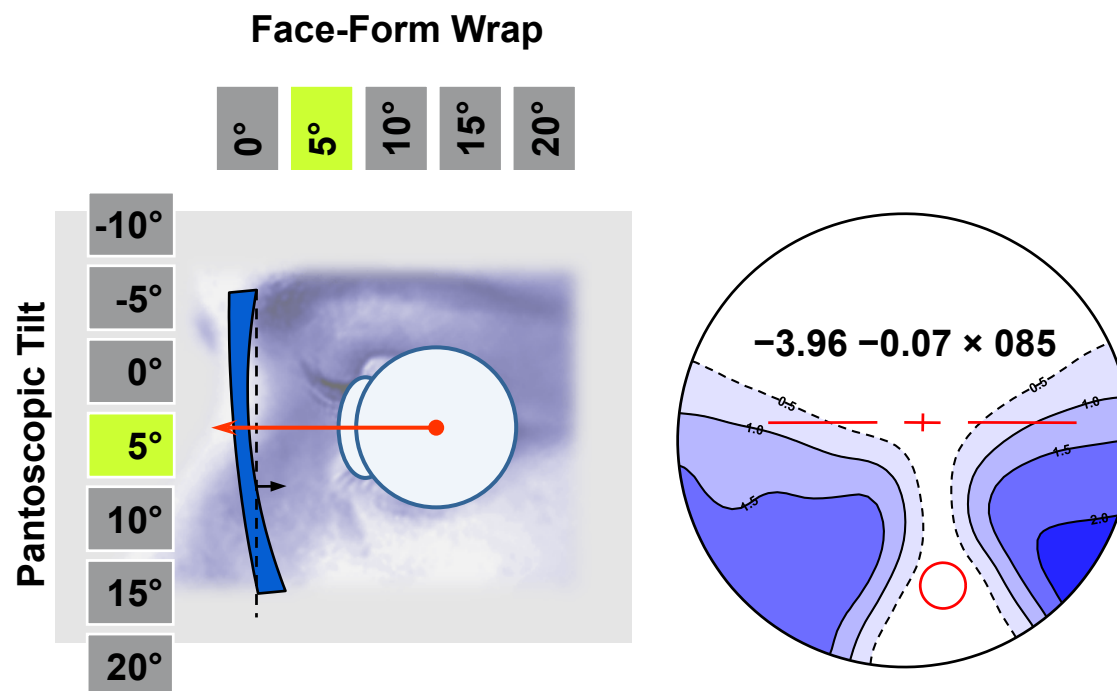


# Limitations of Traditional Lenses

## Optical Effects of Position of Wear



As the pantoscopic or face-form tilt of the lens increases, optical performance begins to deteriorate

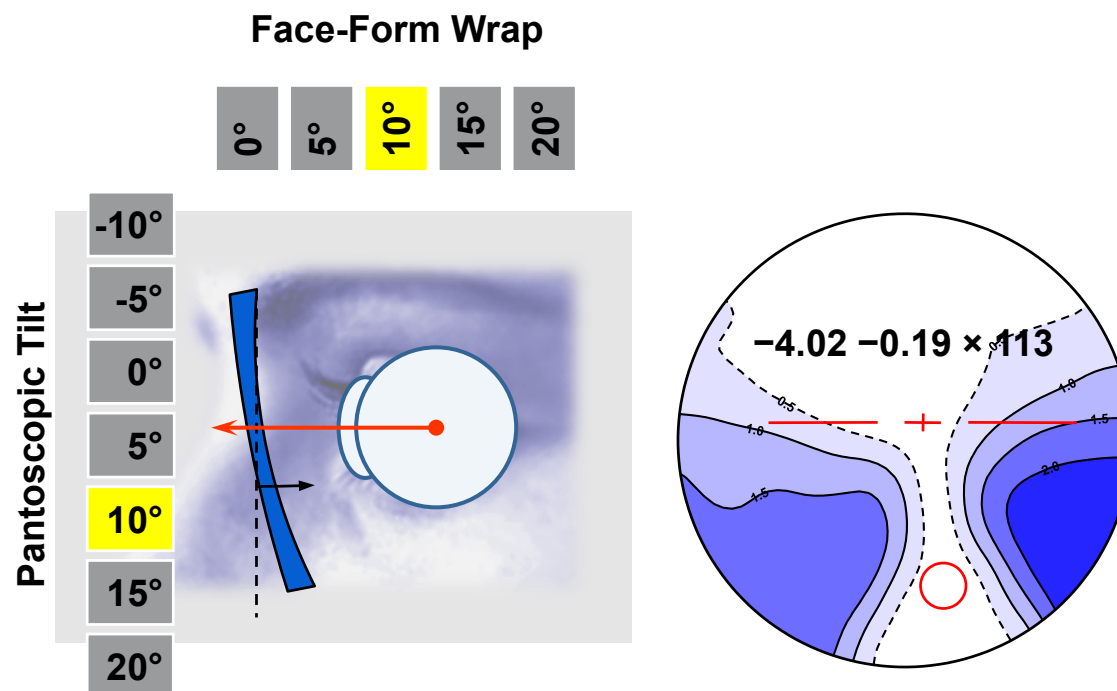


# Limitations of Traditional Lenses

## Optical Effects of Position of Wear



As the pantoscopic or face-form tilt of the lens increases, optical performance begins to deteriorate

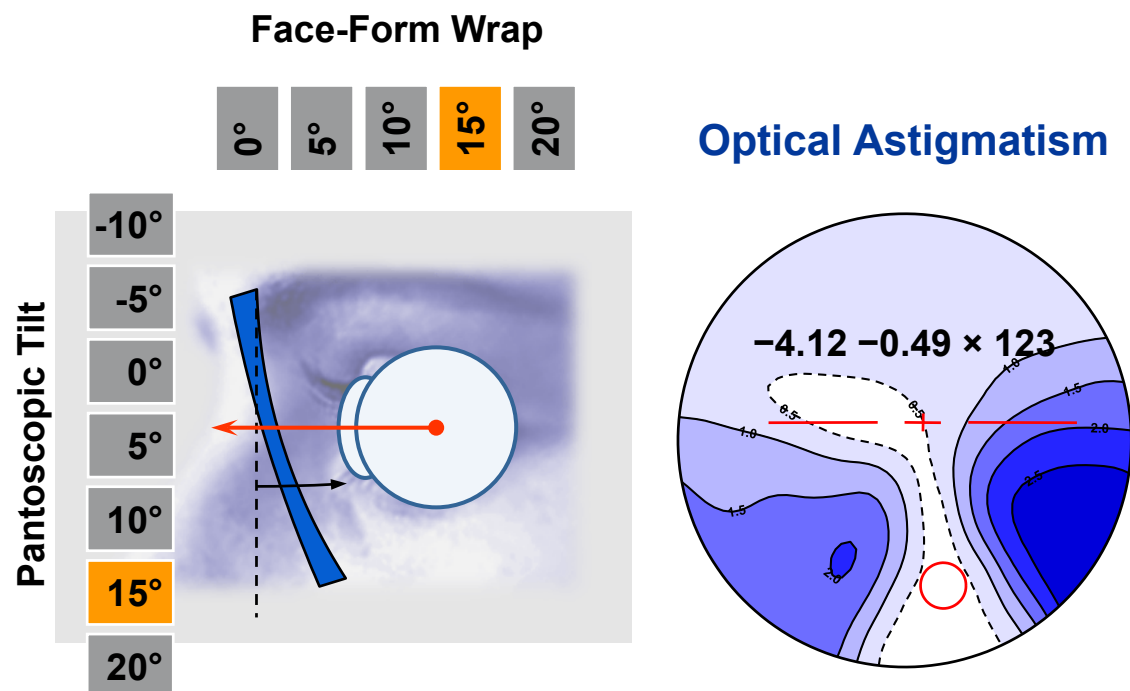


# Limitations of Traditional Lenses

## Optical Effects of Position of Wear



As the pantoscopic or face-form tilt of the lens increases, optical performance begins to deteriorate



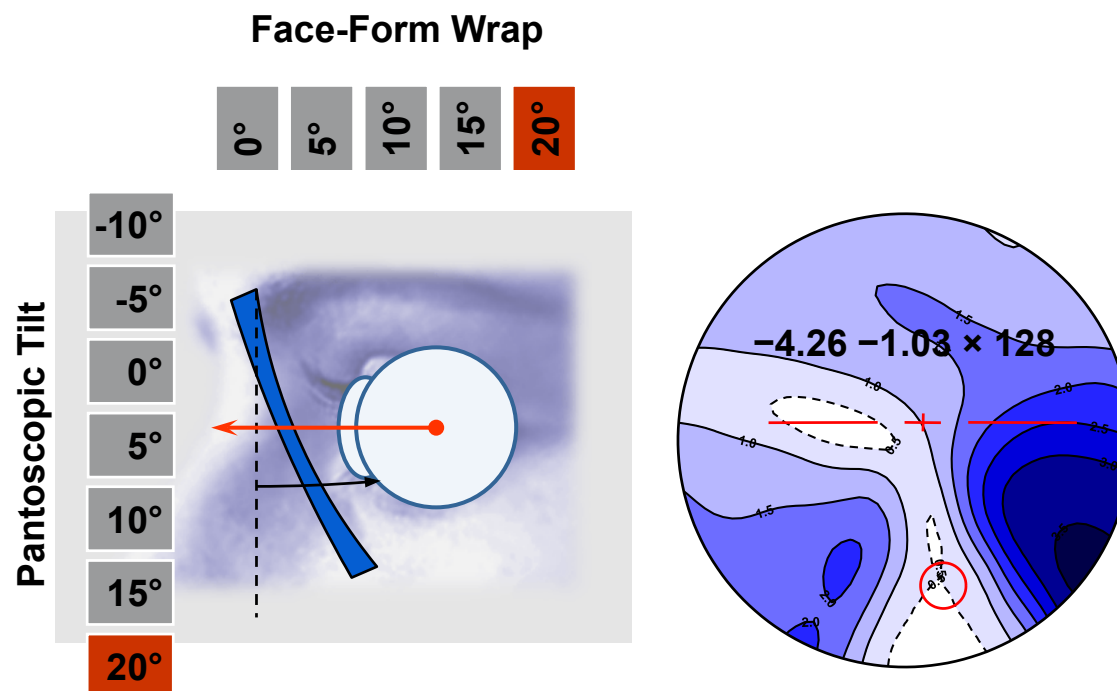


# Limitations of Traditional Lenses

## Optical Effects of Position of Wear



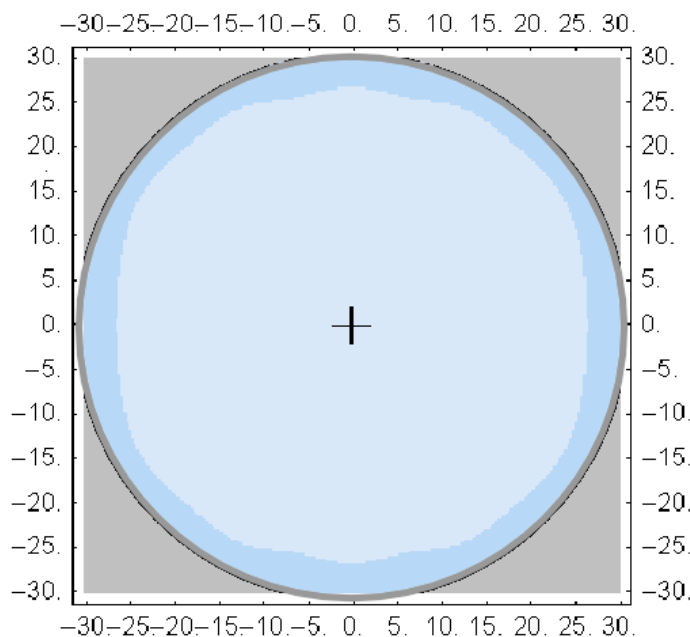
As the pantoscopic or face-form tilt of the lens increases, optical performance begins to deteriorate



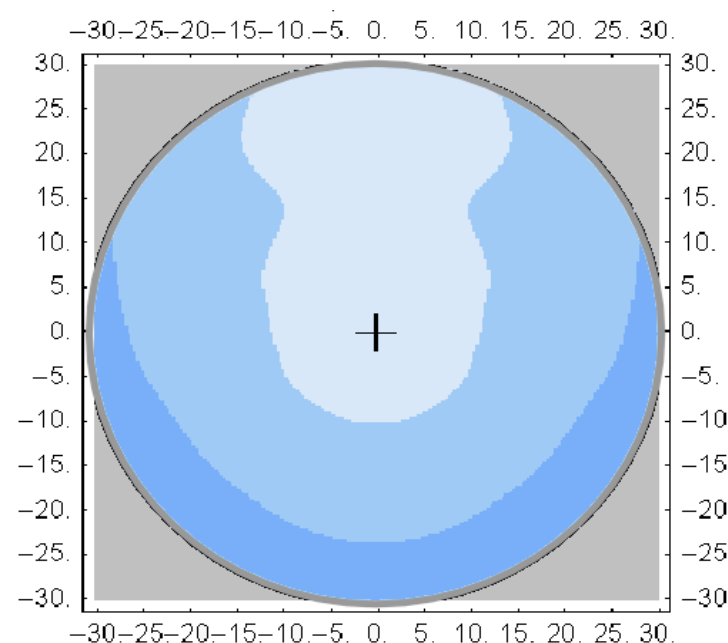
# Importance of accurate centration for Single Vision



Centre of rotation  
requirement



Centered incorrectly  
by 2 mm

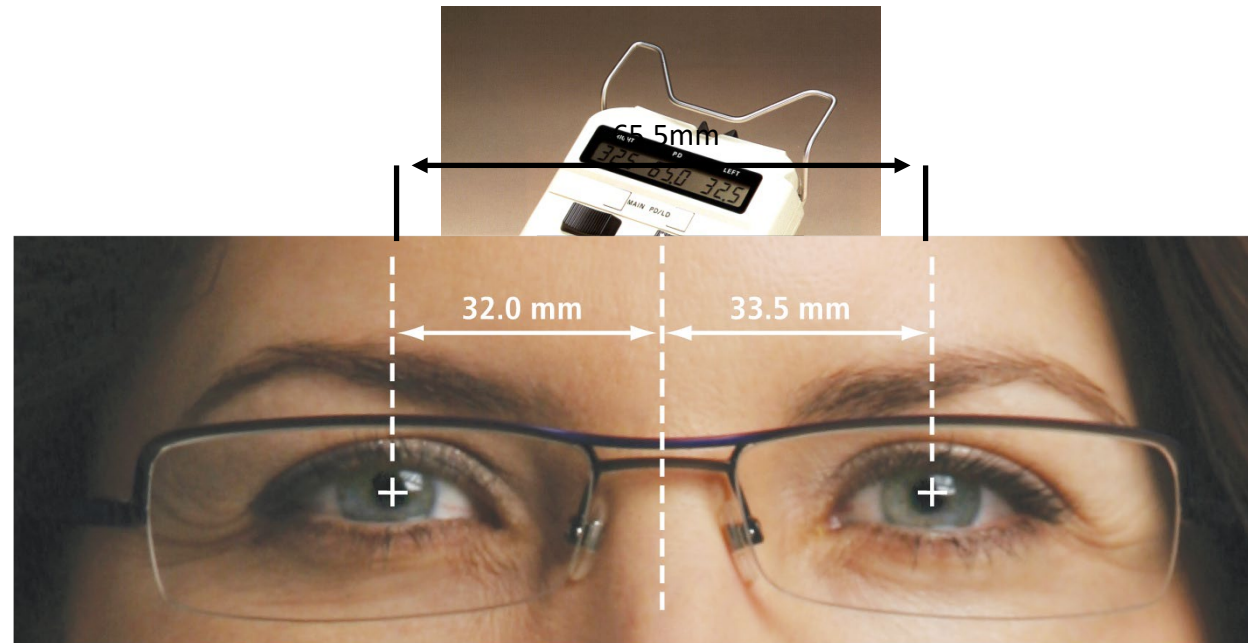


Asymmetrical blurring resulting from failure to meet the centre of rotation requirement, this in turn leads to visual stress

# Position of wear examples



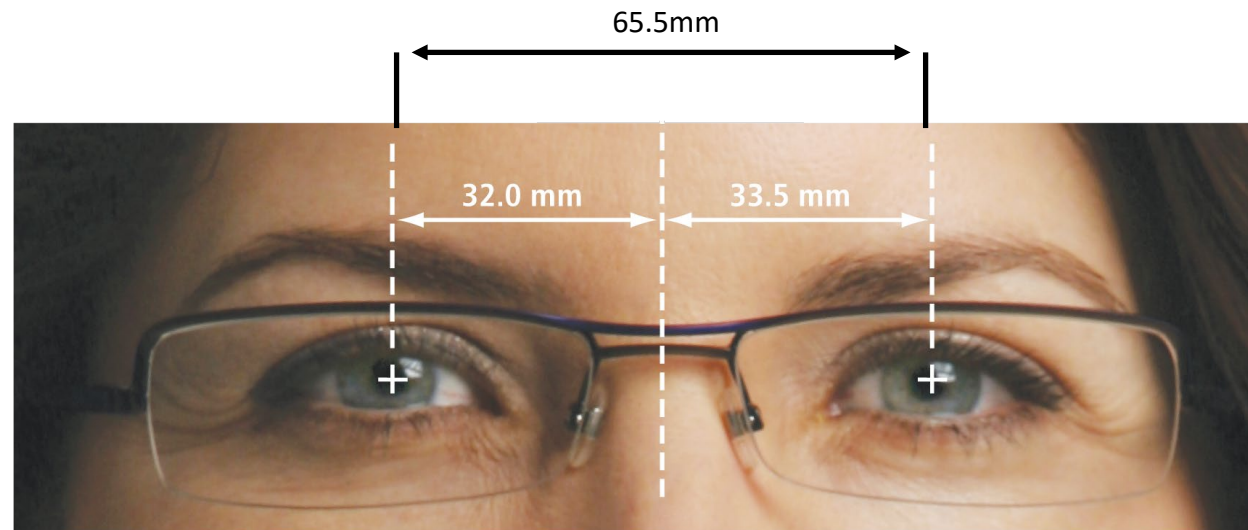
A pupillometer does not consider the position of the frame in relation to the eyes.



# Position of wear examples



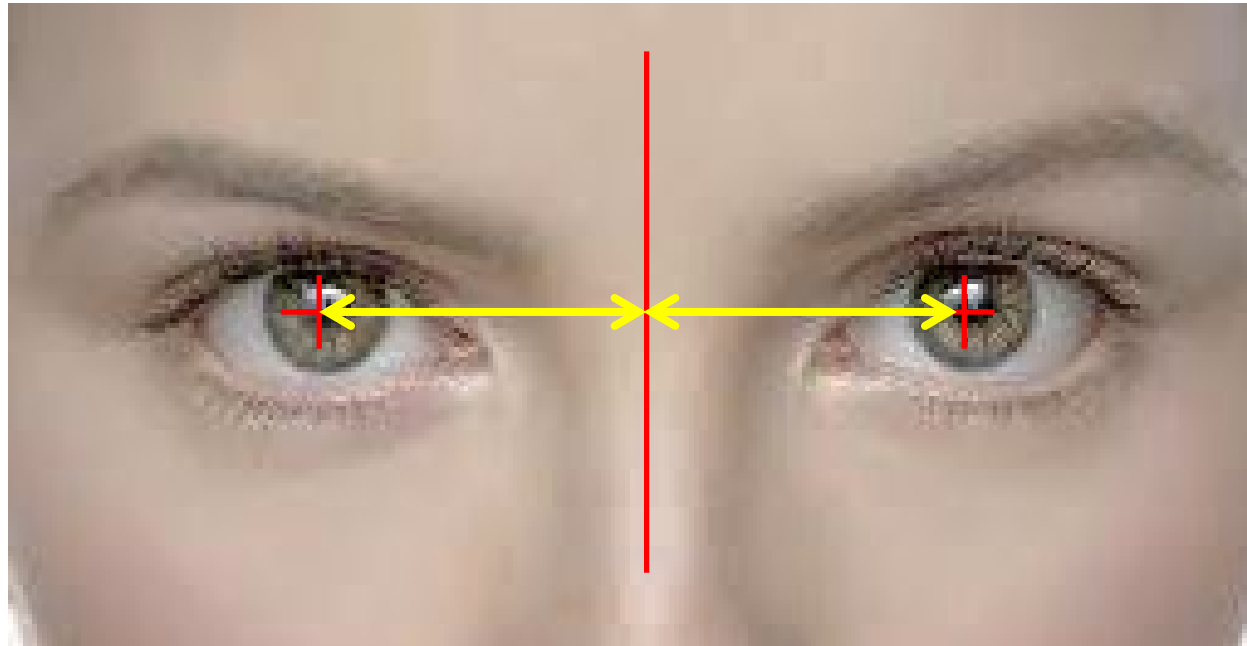
You can measure different frames and have different monocular PD's due to the variances in position of wear of each frame. Take new measurements for every frame.



# Position of wear examples



No frame, anatomical center



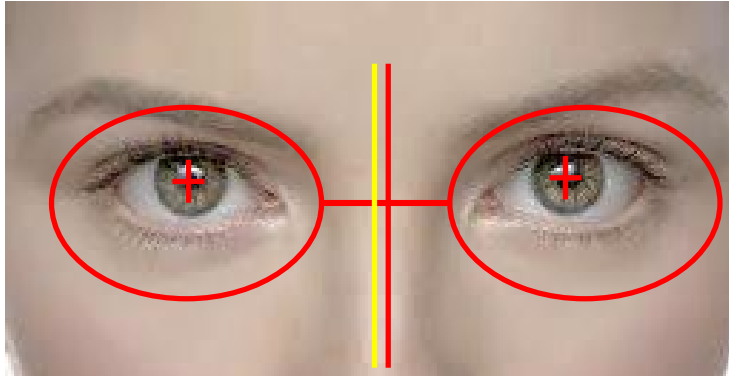
PD = 60 R-PD = 30 L-PD = 30

When fitting lenses you can not assume every frame will be worn the same way and that every face is symmetrical

# Position of wear examples

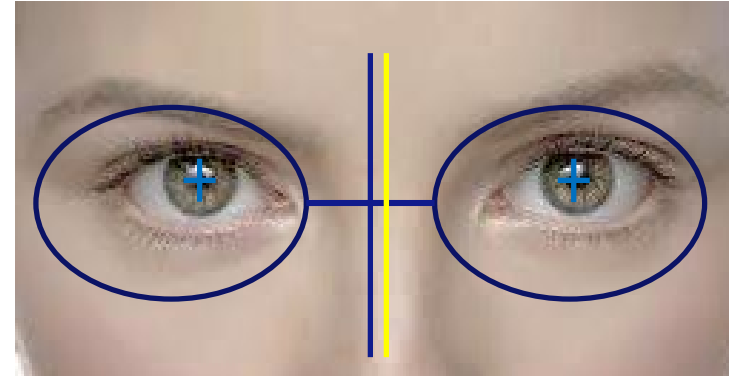


Frame sitting right of anatomical center



PD = 60 R-PD = 31 L-PD = 29

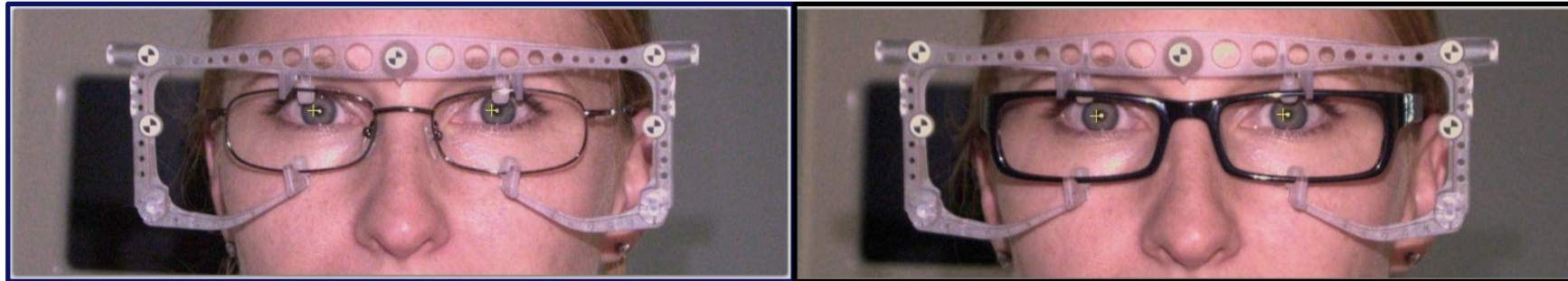
Frame sitting left of anatomical center



PD = 60 R-PD = 29 L-PD = 31

Measuring with the iTerminal technology insures you  
When fitting lenses you can not assume every  
For the purpose of manufacturing and fitting  
don't induce unwanted prism with errors in horizontal  
frame will be worn the same way and that every  
and vertical fitting. PD's are measured from the  
face is symmetrical  
center of the frame.

# Position of wear examples



Eyes		
Total PD	61.0 mm	
	R	L
PD	31.4 mm	29.6 mm

Eyes		
Total PD	60.6 mm	
	R	L
PD	30.4 mm	30.2 mm

Both frames have the same binocular PD but have different monocular PD's, this is to be expected.



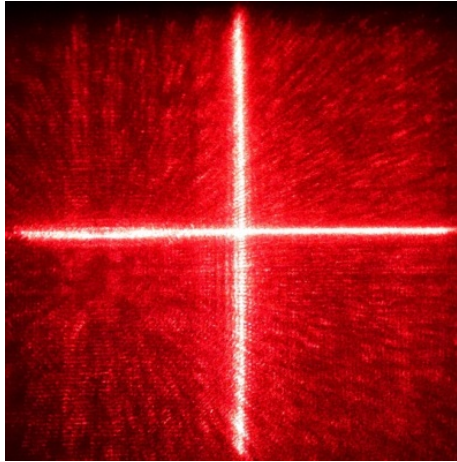
# Mark them up to check and gain confidence



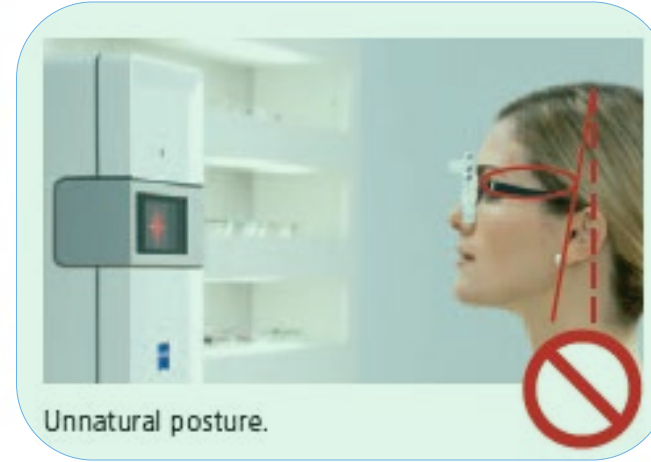
- Mark horizontal fitting position
- Draw a horizontal line through the pupil mark
- Reconfirm horizontal pupil position in front of wearer



# Natural Posture and True distance PD's.



Natural, habitual posture.



Unnatural posture.

Sometimes this is not necessarily incorrect, it very well might be the patients natural posture. It is your responsibility to guide the patient to achieve a natural posture and to maintain fixation on the red target.



The only time you will need to turn it off is when someone exhibits habitual head rotation and tilt.



Medical condition known as Torticollis.

If auto tilt correction is enabled you can decide to use the measured pantoscopic tilt or convert the heights to a selected



The image shows a software interface for selecting a panto angle. It has a dark background with white text and controls. At the top, it says "Panto angle". Below that, it says "Please select". There are two main options: "Measured panto angle" and "Manual panto angle". The "Measured panto angle" section shows a value of "1.6°" with an "Apply" button below it. The "Manual panto angle" section shows a value of "6.0 °" with a slider below it. The slider has a range from "-10°" to "25°" and an "Apply" button below it.

This can be used for patients that you are unable to take a picture in their natural

A close-up view of the Zeiss VisuFit 1000 device, which is a white, elongated, and slightly curved instrument. It features a central black rectangular area with a red crosshair. Several small, circular components are visible along the length of the device. The text "VISUFIT 1000" is overlaid in large white letters across the center.

# **VISUFIT 1000**

Head & body  
posture assist

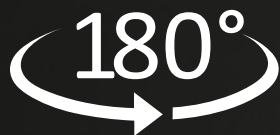
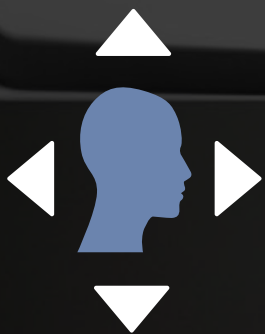
180° one shot  
frame clip free  
centration

45 mio points  
instead of 12

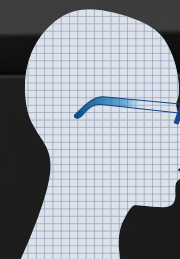
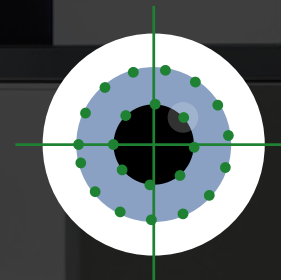
Pupil, cornea & frame  
automated detection

Avatar overlay solution  
for thick temples

Easy one shot  
R/L vertex  
measurement



45  
Mio







Check eye visibility.



Is the cornea visible in both side pictures?



Yes



No



To proceed with the centration process, no avatar is needed.



Please make sure the patient's eyes are visible in the middle picture.



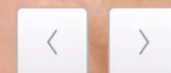
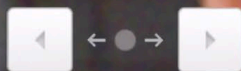
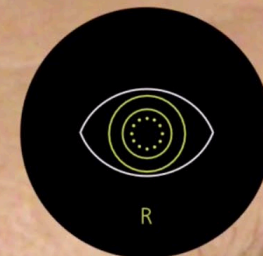
Take pictures

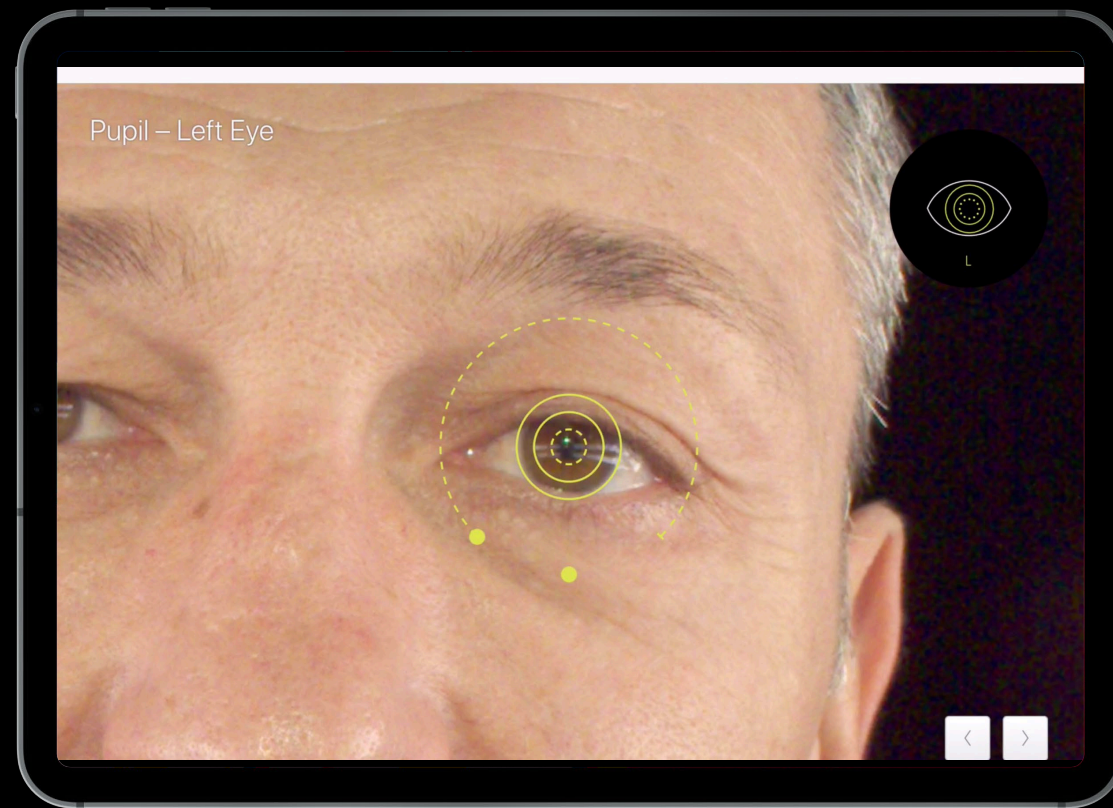
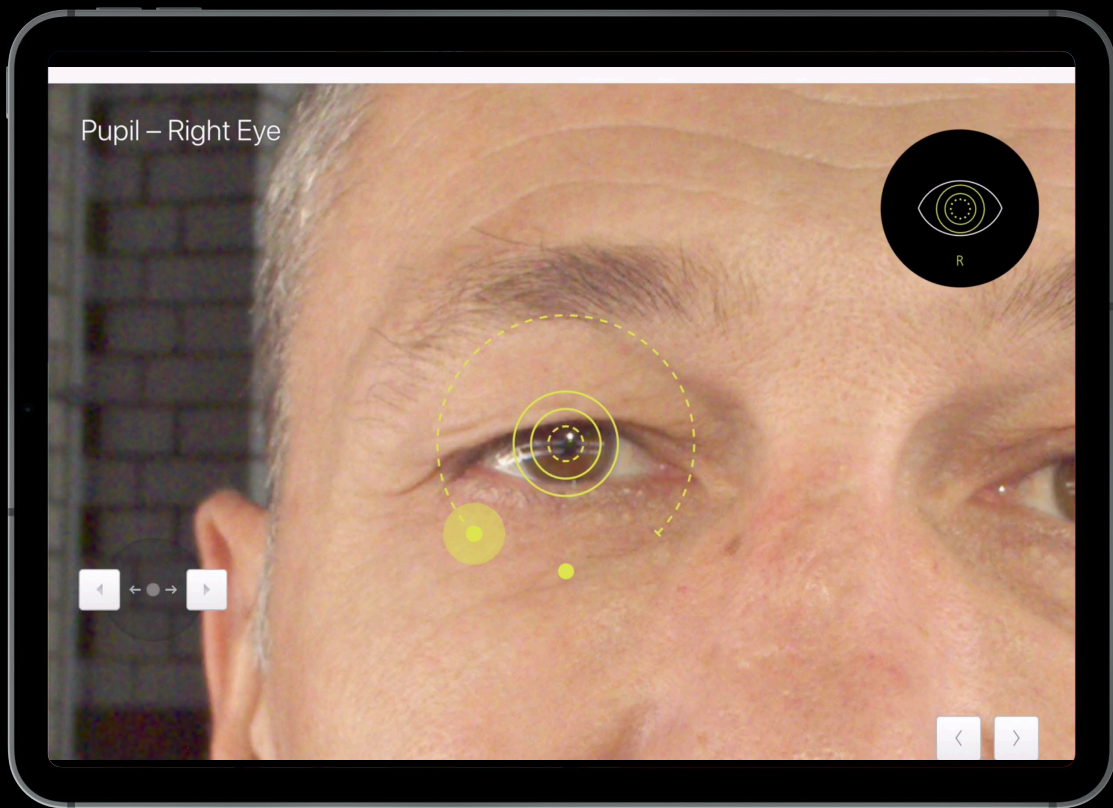


Please make sure the patient's ears are visible on the side images. Take pictures without a frame.



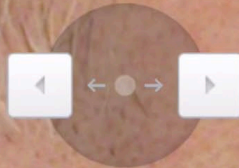
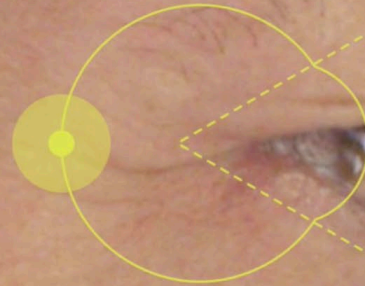
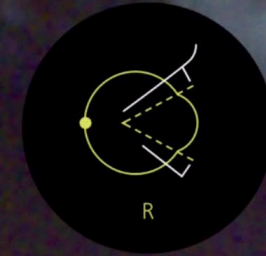
Pupil – Right Eye

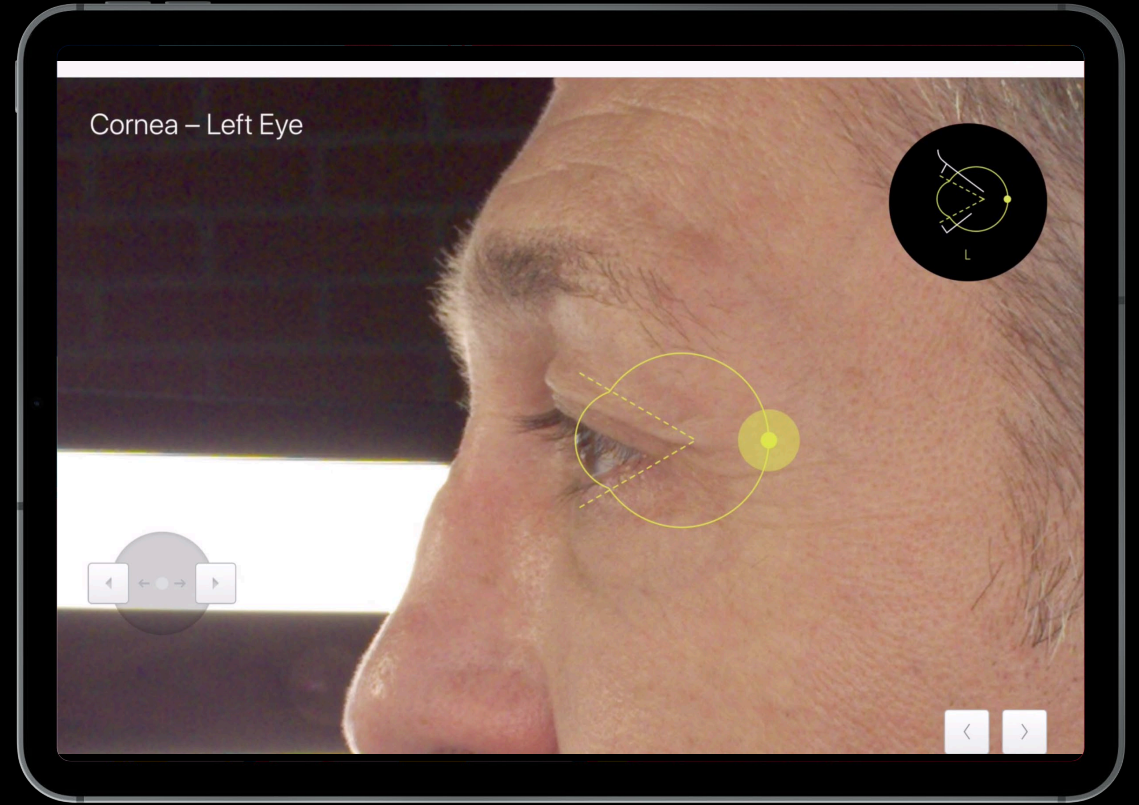
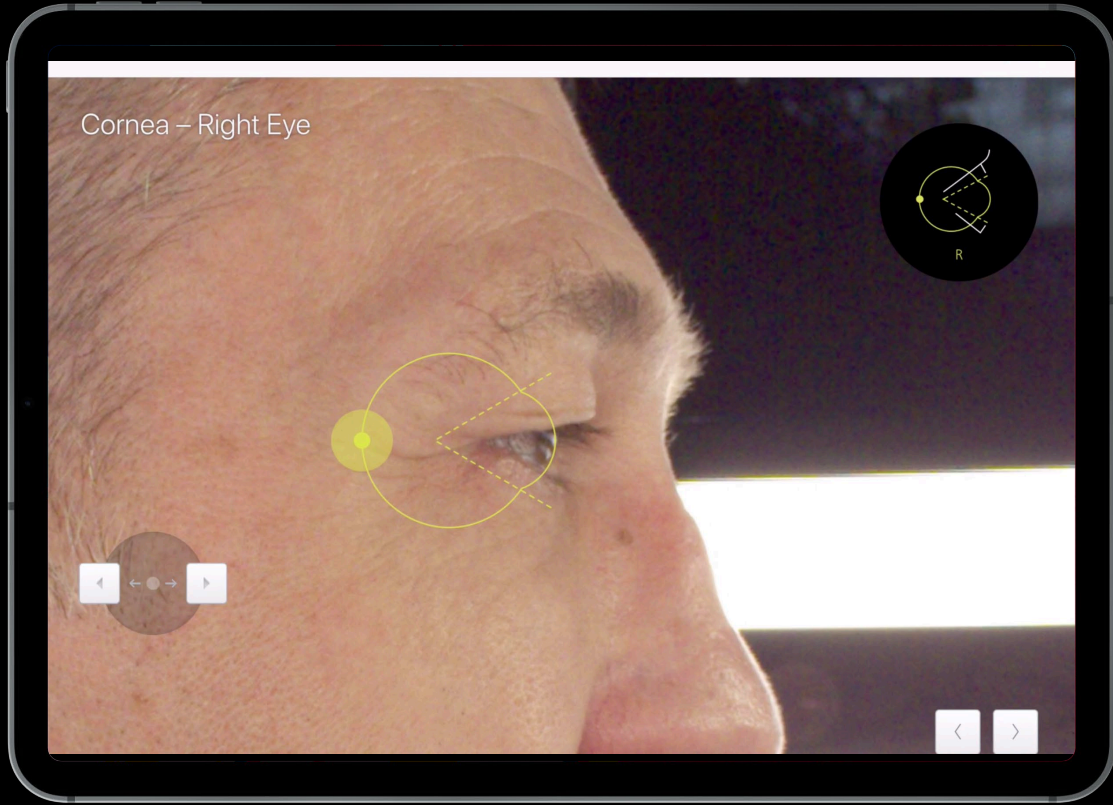






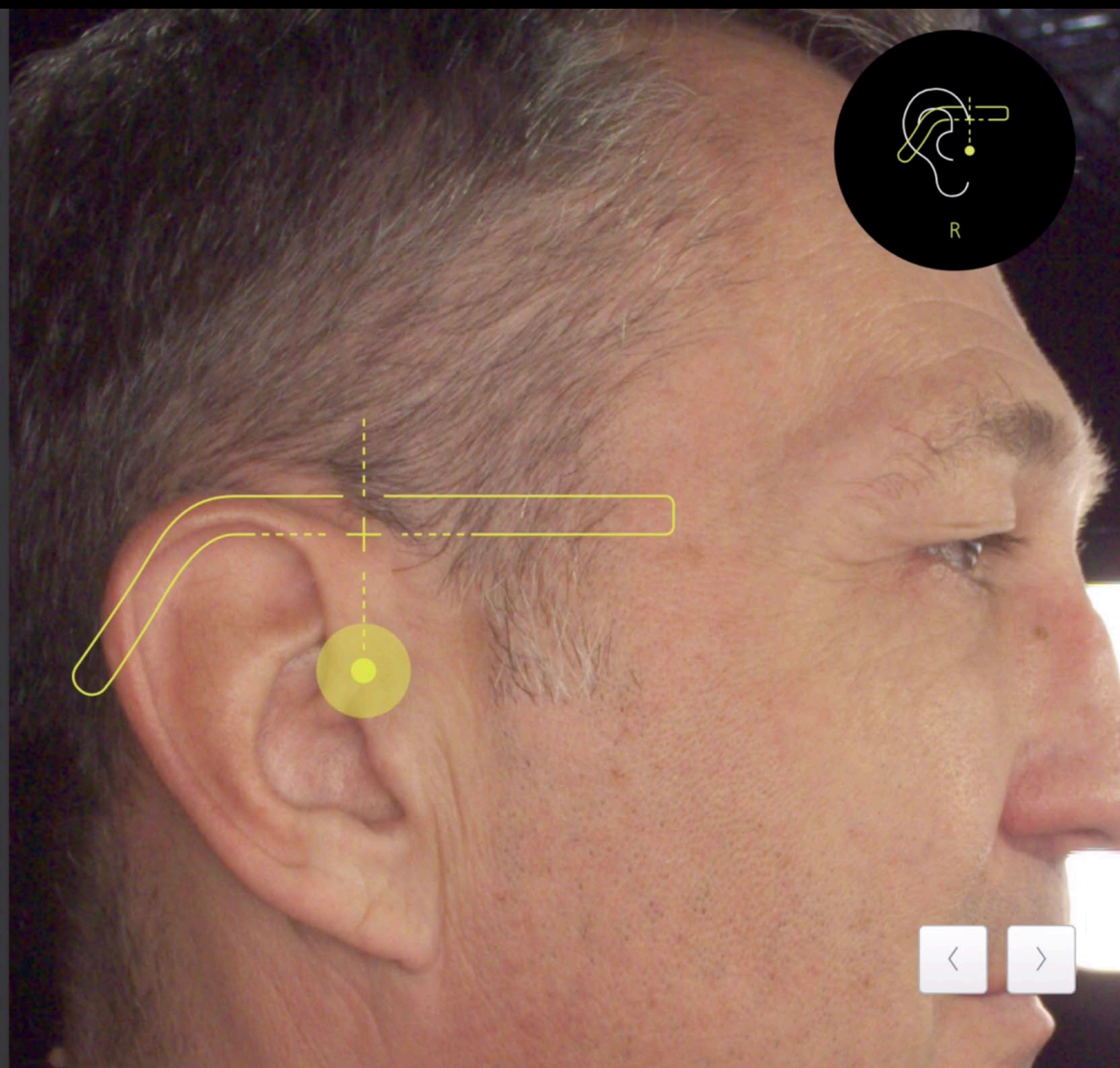
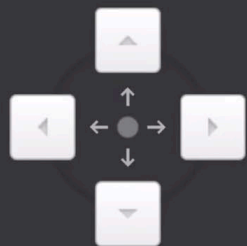
Cornea – Right Eye

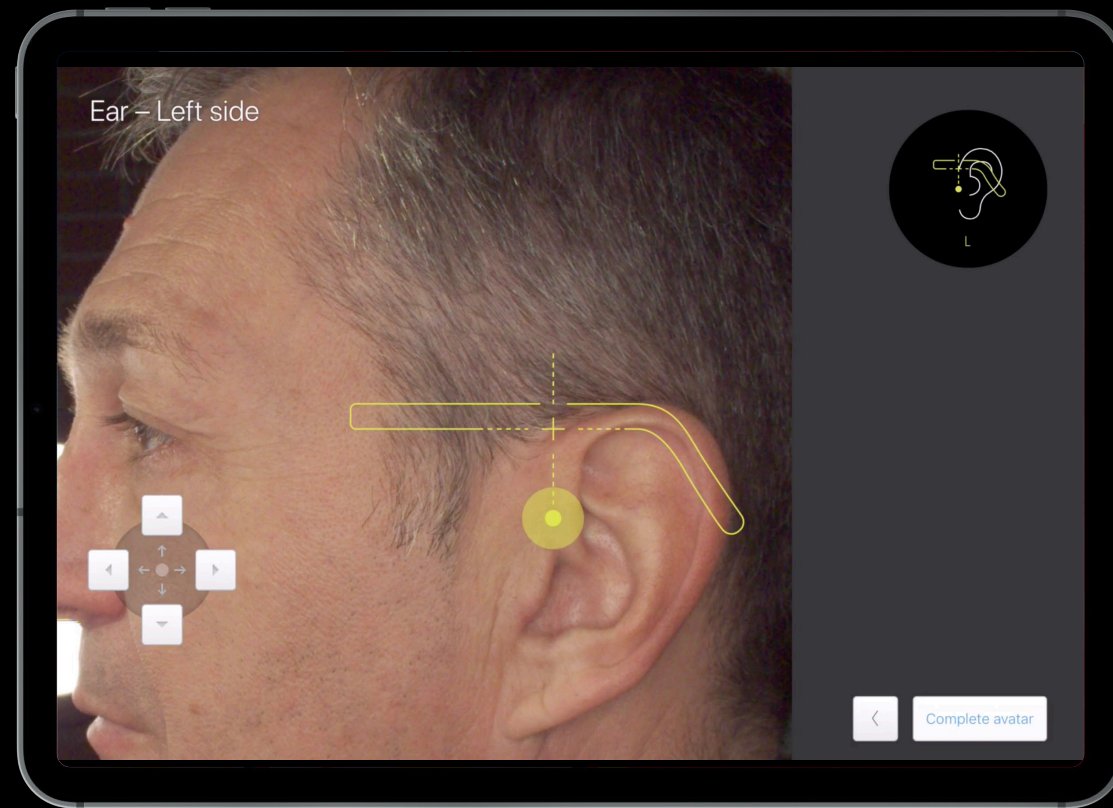
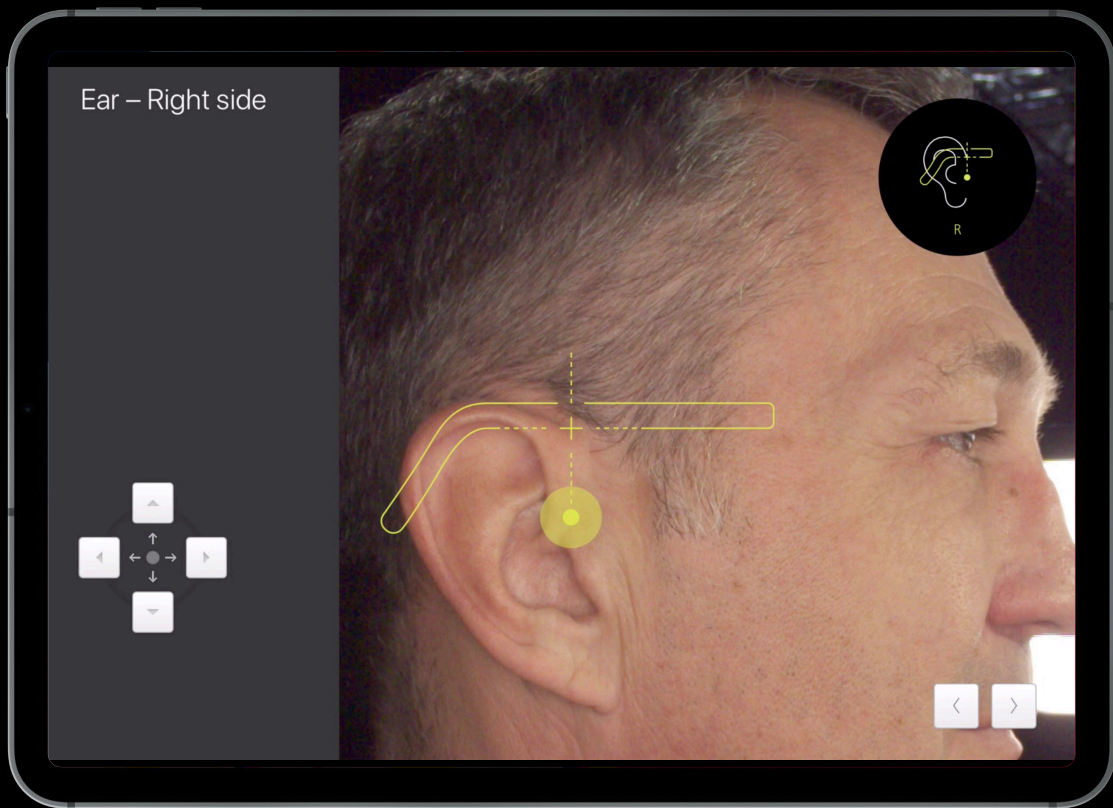






Ear – Right side





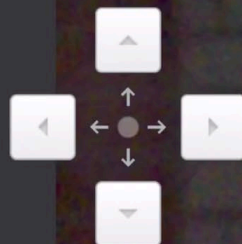
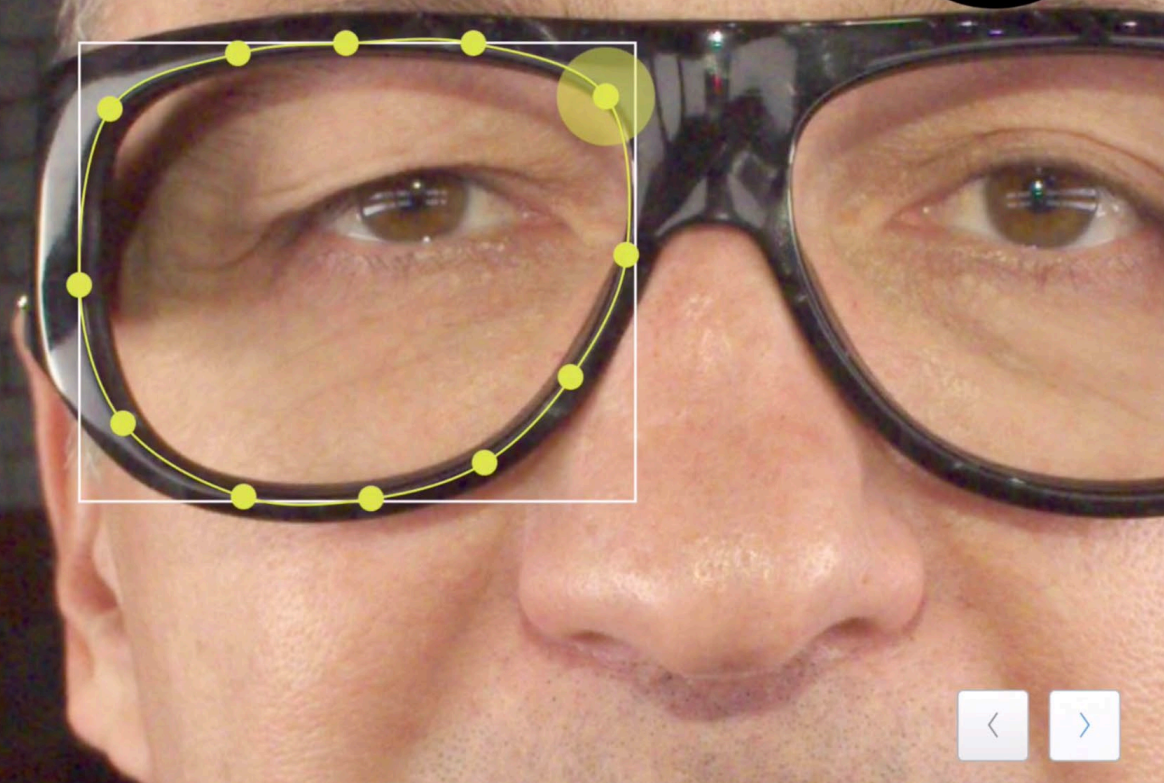
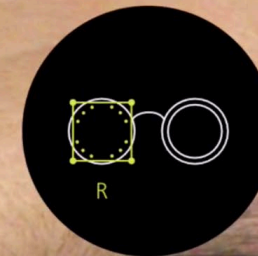


Frame Horizontal





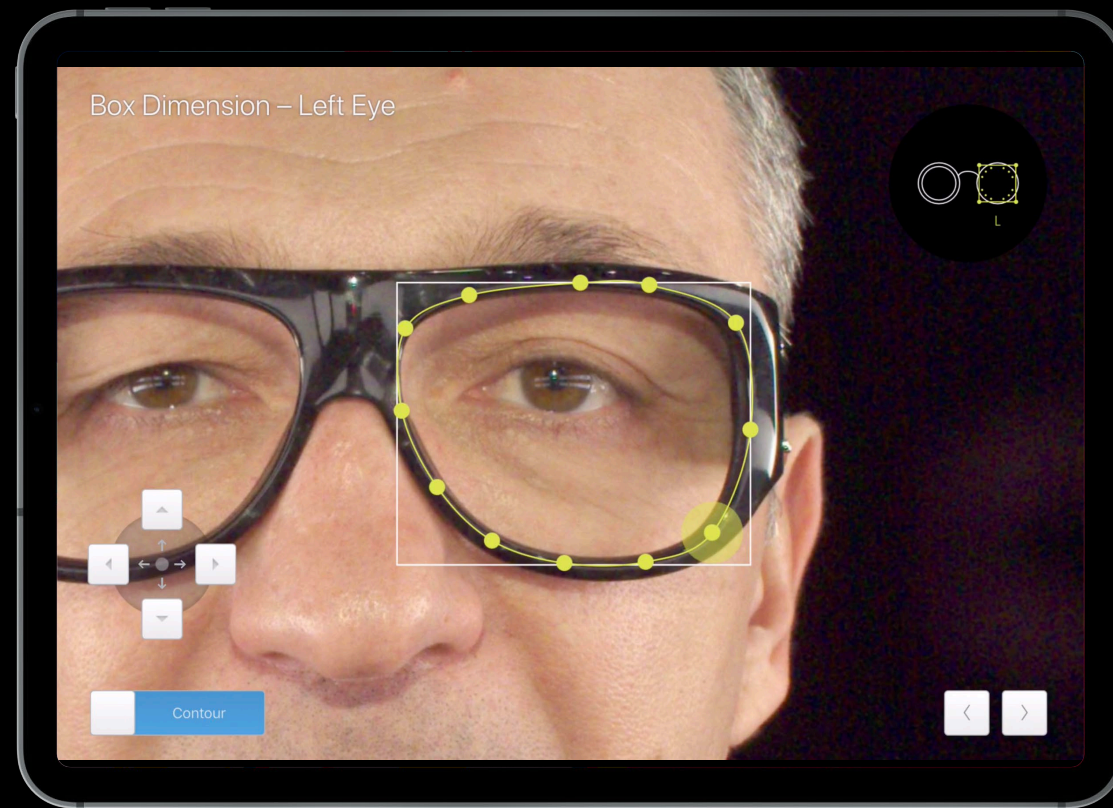
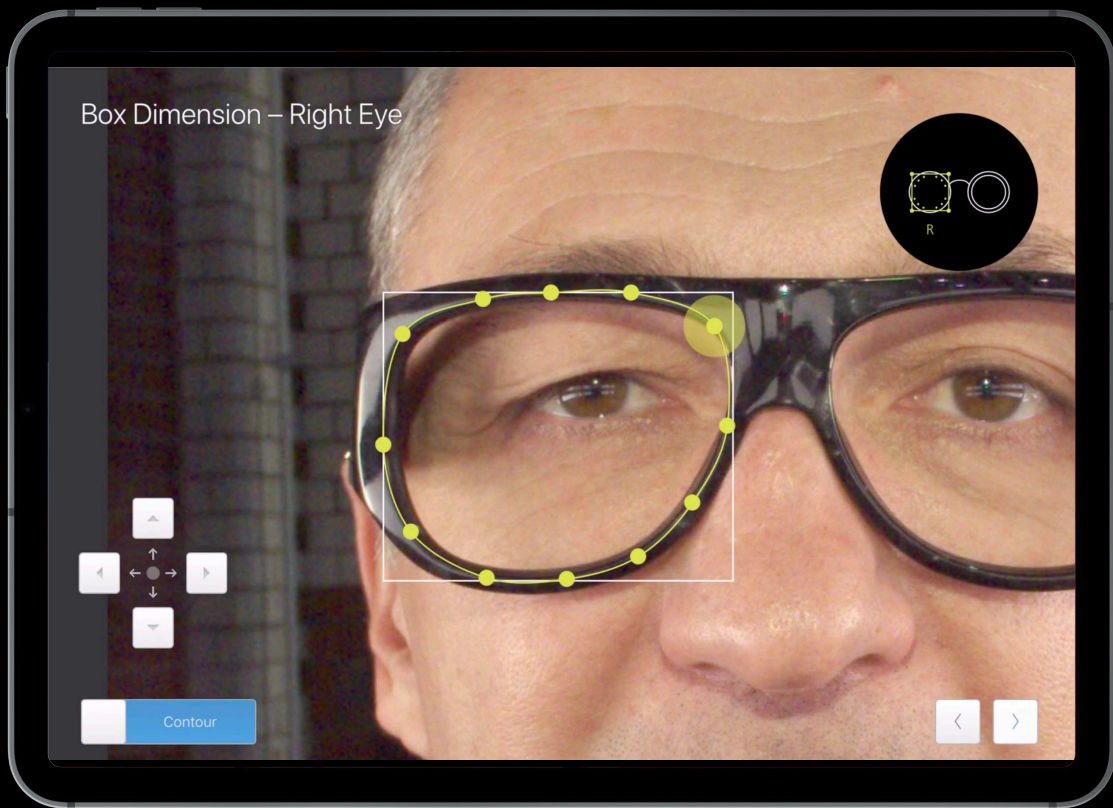
Box Dimension – Right Eye



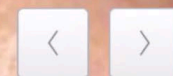
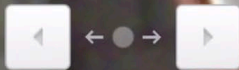
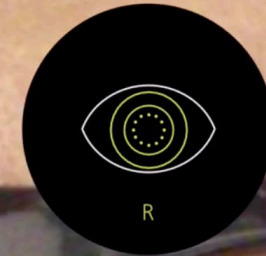
Contour





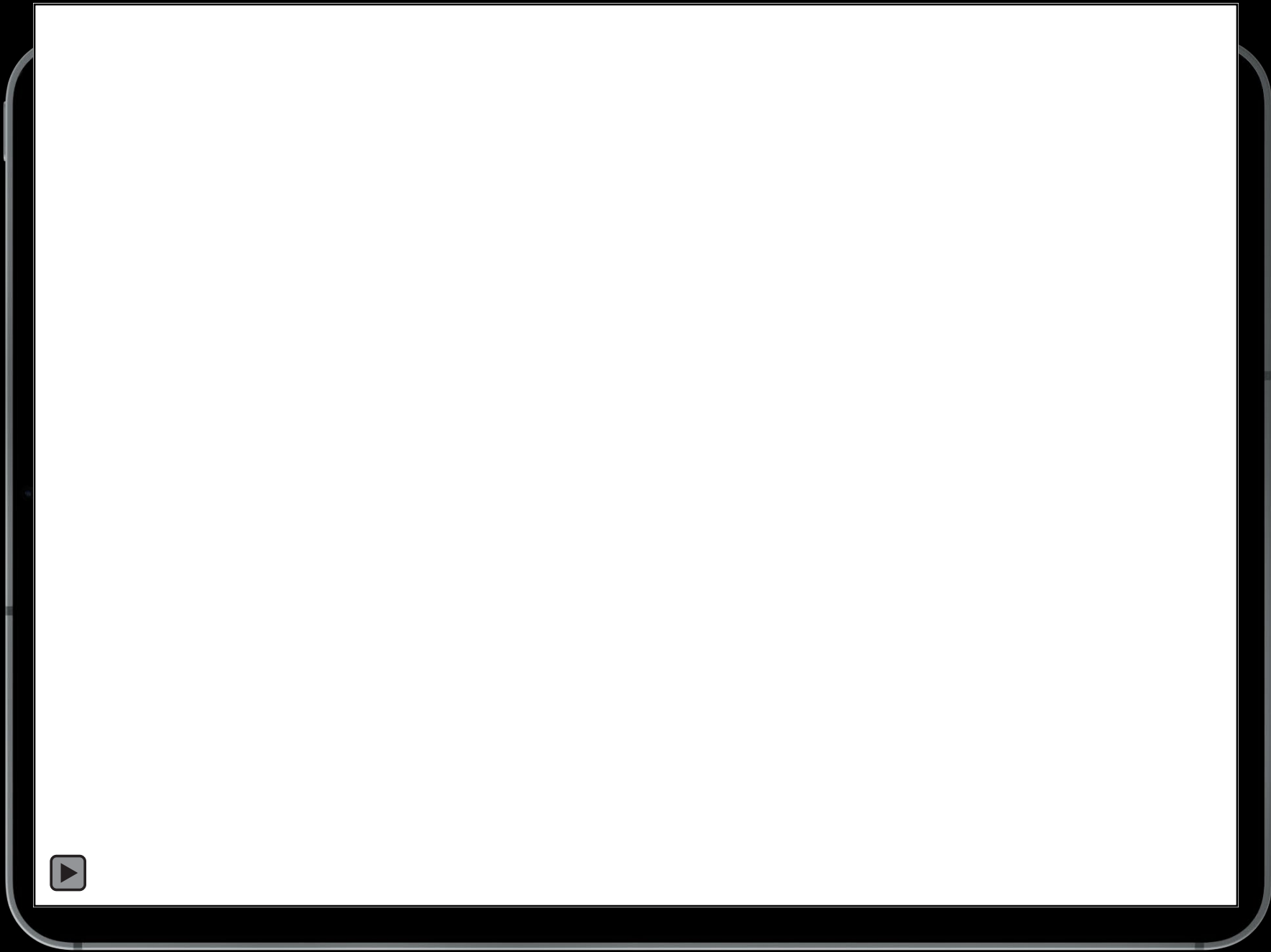


Pupil – Right Eye



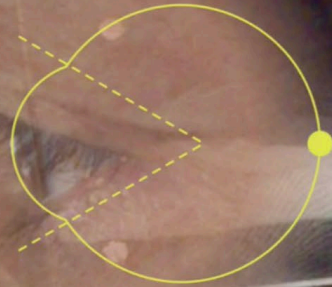
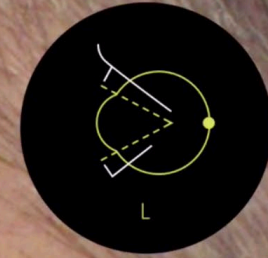








## Cornea – Left Eye



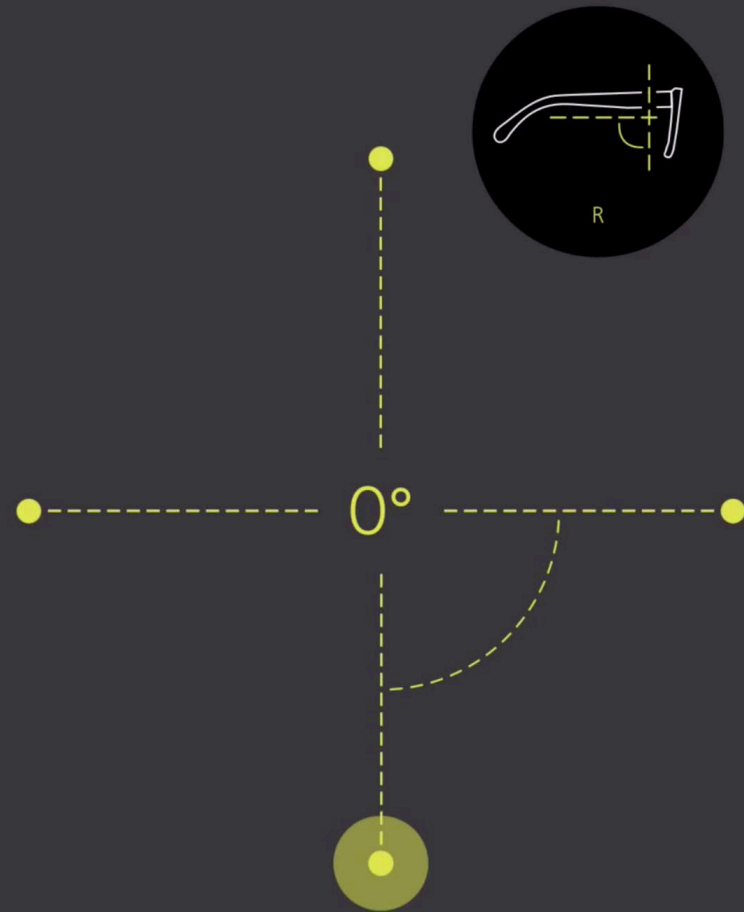
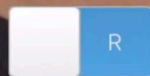
Overlay On

View Avatar



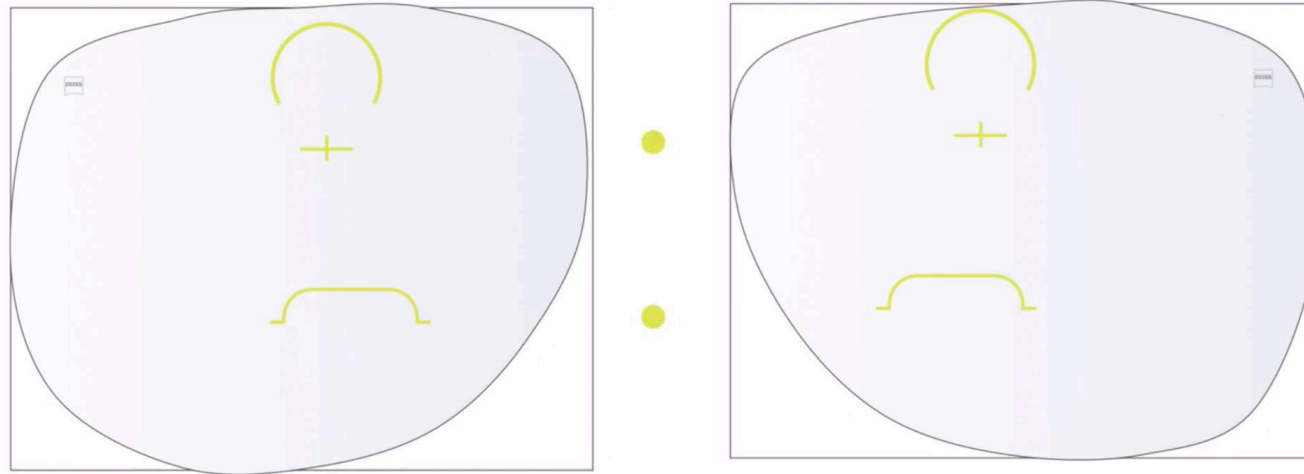


## Body Posture Adjustment



## Lens Adjustments

Reset Position



Lens type

Progressive variable corri... ▾

Frame Material

Plastic ▾

Head Rotation Correction

Head rotation 1.2 °

Auto-x On ☒

Manual adjustment

FH R/L 33.1 / 33.2

Delta-FH 0.0

FF/C-Code 4.0 / 5.0

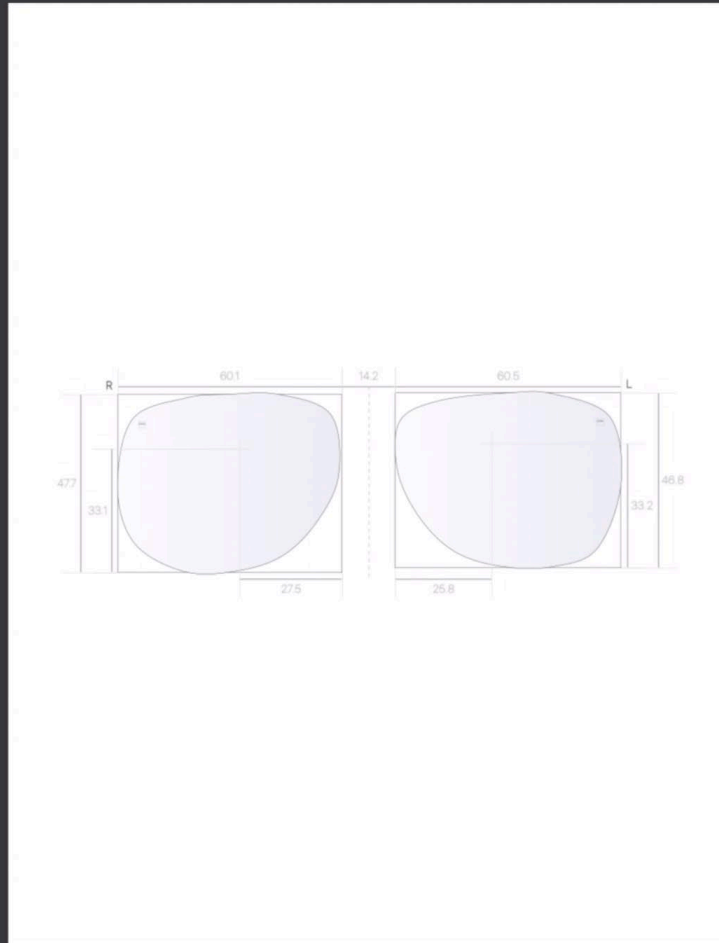
MFH 18.0

<

>



## Summary



## Centration Data

	PD	x	FH	Seg. Height
R	34.1	27.5	33.1	
L	32.4	25.8	33.2	
Total	66.6			

	BVD	FrameFit	Diameter
R	9.8	4.0	
L	14.9	4.0	

## Frame Data

Panto	Wrap	A	B	DBL
9.0	10.3	60.3	47.3	14.2

Centration rule: Primary Position

Frame Material: Plastic

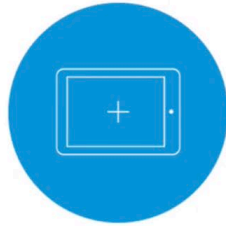
Lens type: Progressive variable corridor

Uncorrected Panto: 7.0

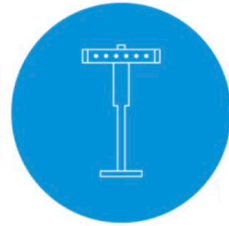


Confirm

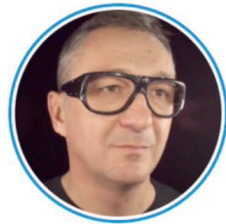
Centration  
Visit 10/21/2019  
John Smith



i.Terminal Mobile



VISUFIT 1000

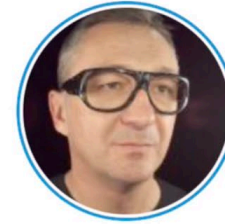


General Use



Unallocated Images

## General Use



### Centration

	PD	x	FH	SH
R	34.1	27.5	33.1	
L	32.4	25.8	33.2	
Total	66.6			

	BVD	FrameFit	Diameter	
R	9.8	4.0		
L	14.9	4.0		

### Frame Data

Panto	Wrap	A	B	DBL
9.0°	10.3°	60.3	47.3	14.2

Centration Rule: Primary Position

Material: Plastic

Lens type: Progressive Variable corridor

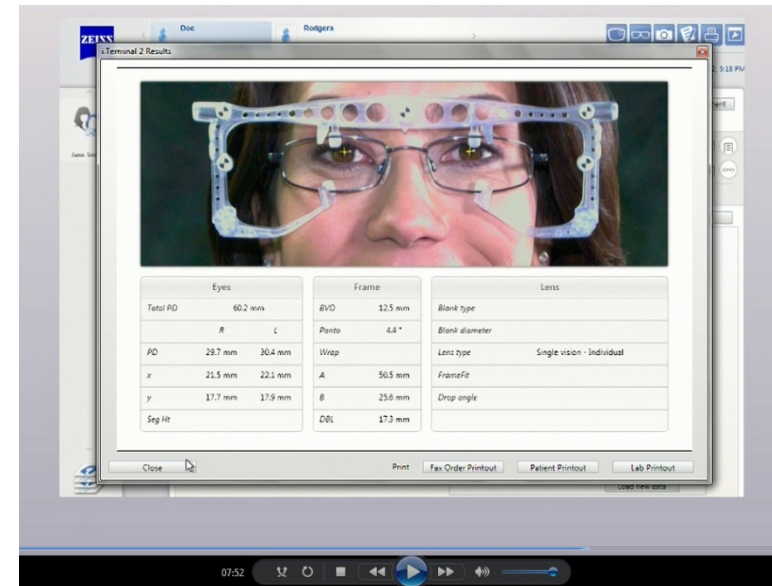
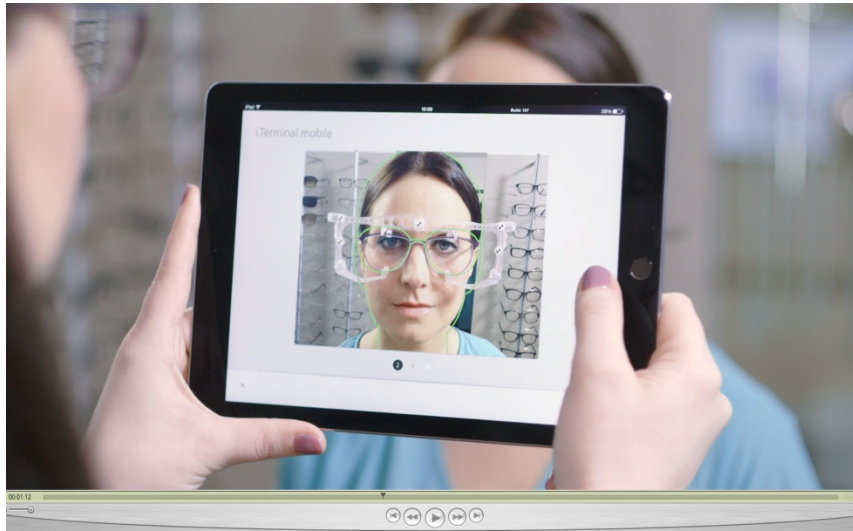
The background of the image is a grayscale rendering of a pair of glasses. The glasses have a curved, modern frame. The temples are visible on the left and right sides. The bridge of the nose is in the center. The lenses are large and rectangular. The text "Virtual Try-on" is overlaid on the center of the image, specifically over the bridge and lenses area.

# Virtual Try-on





# i.Terminal & VISUFIT 1000 Technology Training Videos





## i.Terminal<sup>®</sup> 2 Best Practices

**SAY  
THIS**

“Now, I am going to take measurements with the i.Terminal 2 by ZEISS. It precisely measures how your selected frame is positioned in relation to your eyes.

Everyone's face is unique and these measurements need to be very precise because the smallest error can compromise your vision. All you need to do is have a relaxed natural posture during this process.”

**DO  
THIS**

If time permits show patient the measurement process through to results.

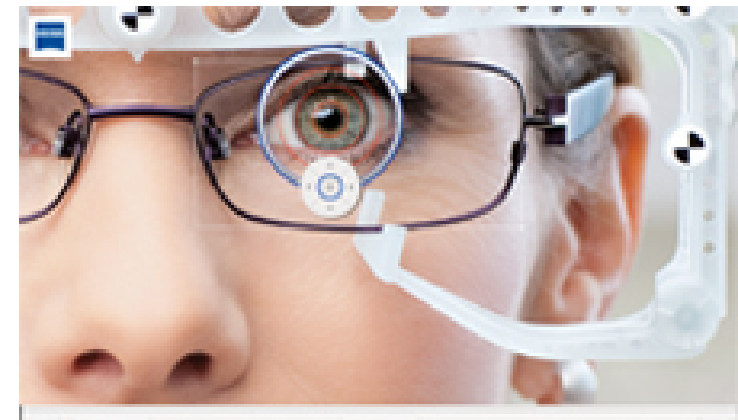
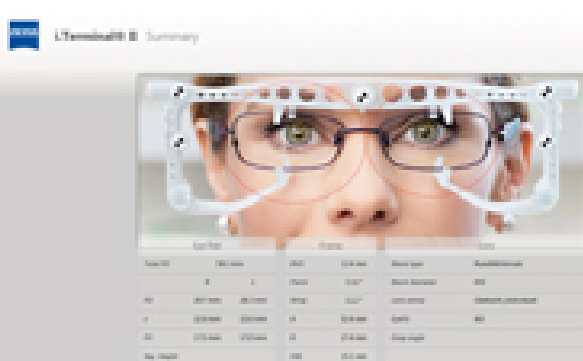


We make it visible.

## Additional things to remember



- Not all digital tools are created equal, choose the one best for you and your practice.
- Most digital tools will precisely measure what is in front of them, pay particular attention to patient posture. Achieve natural posture.
- Practice with other staff to build confidence.
- When extremely busy you can save the photo's and review and complete the process at anytime from any workstation.



# Additional things to implement ..



- Update your web site content we have links, images and content ready to use [zeiss.com/ecpmarketing](https://zeiss.com/ecpmarketing)



**i.Terminal 2**  
by ZEISS



**Your face and your frames affect your vision. See how technology by ZEISS brings it all together.**

Proper lens placement within your chosen frames is as important as an accurate prescription. Proper lens positioning minimizes headaches, incorrect body posture, and eye strain. Many details need to be taken into account, such as the distance between the eyes and pupils, the proportions of the face, the fit and wrap of the frames, and even posture. To accurately position the lenses within the frames. Without these measurements, up to 40% of valuable visual acuity can be lost. This is important for single vision lenses and especially important for progressive lenses.

With the i.Terminal 2 by ZEISS, all of the necessary measurements are captured in only 60 seconds—to a precision of 1/10th of a millimeter—to create lenses made for your unique features.

Lenses that are precisely personalized for your face, frame, and prescription will provide you with:

- Better fitting lenses
- Optimum vision
- Reduced eye strain

Your vision challenges are unique and the solution should be too. ZEISS precision lenses precisely personalized for more relaxed vision.



Content provided by Carl Zeiss Vision <https://www.vision.zeiss.com/us>

# ZEISS CE Credits



PRODUCT SPOTLIGHT - ZEISS SMARTLIFE LENS TECHNOLOGY

## SMARTLIFE: THE EVOLUTION OF LENS DESIGN FOR DYNAMIC CONNECTIVITY

A Complete Premium Lens Portfolio for a Connected, On-the-Move Lifestyle—No Matter the Age

By Deborah Kotob, ABOM

[1 CE CREDIT]



## THE PANE OF INDOOR UV REVEALED

By Deborah Kotob, ABOM

[1 CE CREDIT]



CONTINUING EDUCATION—PRODUCT SPOTLIGHT

## TECHNOLOGY AND PERFORMANCE MEET FASHION

ZEISS PhotoFusion and DuraVision Flash Mirrors

By Linda Conlin, ABOC, NCLEC

[1 CE CREDIT]



## MAKING THE INVISIBLE VISIBLE— Demonstrating UV Protection to Patients

PRODUCT SPOTLIGHT: New screening technology instantly reveals effects of UV rays on eyes and skin

Deborah Kotob, ABOM

[1 CE CREDIT]



Product Spotlight - ZEISS Vision Care - UVProtect

## UV BEFORE BLUE LIGHT:

Prioritizing Light Protection for the Eyes

By Deborah Kotob, ABOM

[1 CE CREDIT]



## Closing the UV Protection Gap

Ophthalmic Lens Standards vs. Biological Protection Requirements

[1 CE CREDIT]

By Deborah Kotob, ABOM

<https://www.2020mag.com/ce/>

# ZEISS Virtual Expo



ZEISS Virtual Expo is a 24/7 experience, and is available now at:

[www.ZeissVirtualExpo.com](http://www.ZeissVirtualExpo.com)

# ZEISS upcoming webinars



## Today and Wednesday:

### Position of Wear: Measuring Success with Digital Tools

Every optician has their favorite PD ruler but in today's digital world consumers expect more. In this webinar we will explore how today's digital tools incorporate technological advancements that provide ultra-precise measurements that not only instill a higher sense of confidence but set your dispensary apart from the competition.

## Thursday:

### Bouncing Back from the Brink

Please join us for a special panel discussion on lessons learned and moving forward in the new normal. This panel is a cooperative effort by IDOC and ZEISS to provide timely real-world information and examples from our panelists of Eye Care Professionals.

## Next Week:

### ZEISS Vision Technology Solutions Series

Enhance the consumer journey in your office with ZEISS Vision Technology Solutions. We will explore the ZEISS i.Profiler Plus, ZEISS i.Scription, and the platform that is preparing your practice for tomorrow the ZEISS VisuFit 1000.

### Combatting Online Eyeglass Sales

Online eyeglass sales are becoming more and more of an obstacle for eye care professionals. This presentation will provide information and "hands-on" examples of what eyewear solutions are available online to your patients, pricing information and strategies of online retailers. This course is 100% based on results and purchases from a research study of online retailers, and is designed to help offices compete against the online, low price eyeglass alternative.

### Reopening During Covid-19: How to Prepare

During this webinar Dr. Vanek will provide her insight and research in preparing to reopen after Covid-19 including some best practices for reopening as well as how to prepare and protect your staff and your patients.

<https://zeiss.com/webinars>



## Continuing Education

### Is this course accredited?

- Yes, you can receive either 1 hour of ABO or NCLE

### How do I get my credit?

- We currently plan to mail your physical certificate on or around May 1<sup>st</sup>
  - This depends on a few factors including the ABO/NCLE being back in the office with enough time to send us the certificates, but we will send as soon as possible
- We will mail the certificate you requested (ABO or NCLE) to the address you provided during registration
  - If we have any issues we will reach out to you
- If you have any questions or concerns you can email me directly at:  
[Steven.Haifawi@zeiss.com](mailto:Steven.Haifawi@zeiss.com)



Seeing beyond