

# All-day comfort for today's busy eyes



Seeing beyond



## **ZEISS SmartLife Lenses**

Today's mobile technology and on-the-move lifestyles are stressing our eyes. Frequent gaze changes to and from smart devices can lead to eyestrain. ZEISS SmartLife lenses are specially designed to support quick and easy peripheral vision for all-day comfort.

[www.zeiss.com/pro/SmartLife](http://www.zeiss.com/pro/SmartLife)

Being connected while on  
the move is the new normal.

**How does this impact our  
vision and overall eye health?**







# Always connected. On the move. Our eyes have never been busier.

With digital devices being an integral part of our lives, we have access to more people, information and things. The ability to connect with the world lies in the palm of our hand and this has become **the new normal**.

While being constantly connected can be a blessing, it also means that we rarely switch off our devices – or rest our eyes.

As smart devices and apps have evolved so has the way we interact with them causing not only our screen time to increase but also creating new forms of visual stress that our eyes are not able to keep pace with.

Frequent gaze changes at multiple focal points through portions of a lens that was not designed for this kind of visual behavior – especially while we are moving – calls for a radically different type of lens design thinking.

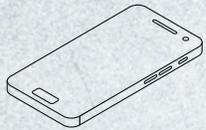
After conducting extensive research on modern habits and visual behaviors, ZEISS has developed an entirely new lens portfolio to help all spectacle lens wearers keep up with the times.

The first-of-its-kind ZEISS SmartLife Lens Portfolio is a complete all-day lens offering to address the daily visual needs of modern consumers. Broad enough to cover all age-related needs, it is specifically designed for today's connected and fast-paced lifestyles. Why ZEISS SmartLife? Because although technology has evolved, our eyes haven't. Therefore our lenses must.



# 1. We share a connected and on-the-move lifestyle.

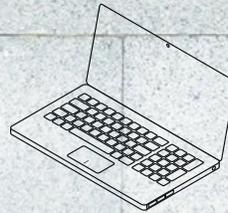
The digital community is growing and connectivity is increasing across all age groups.



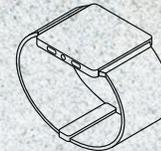
**More than 1/2**  
of the world's population now carries a portable digital device.<sup>1</sup>



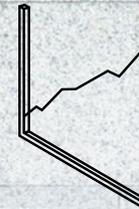
**57%**  
of the world's population is now connected to the internet.<sup>2</sup>



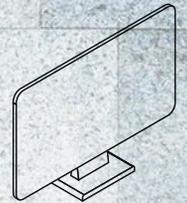
**+1 Million**  
new internet users per day.<sup>2</sup>



**48% YoY**  
growth of smart watch shipments in Q1 2019.



**55+**  
is the age group with the largest current smartphone penetration growth rates.<sup>1</sup>



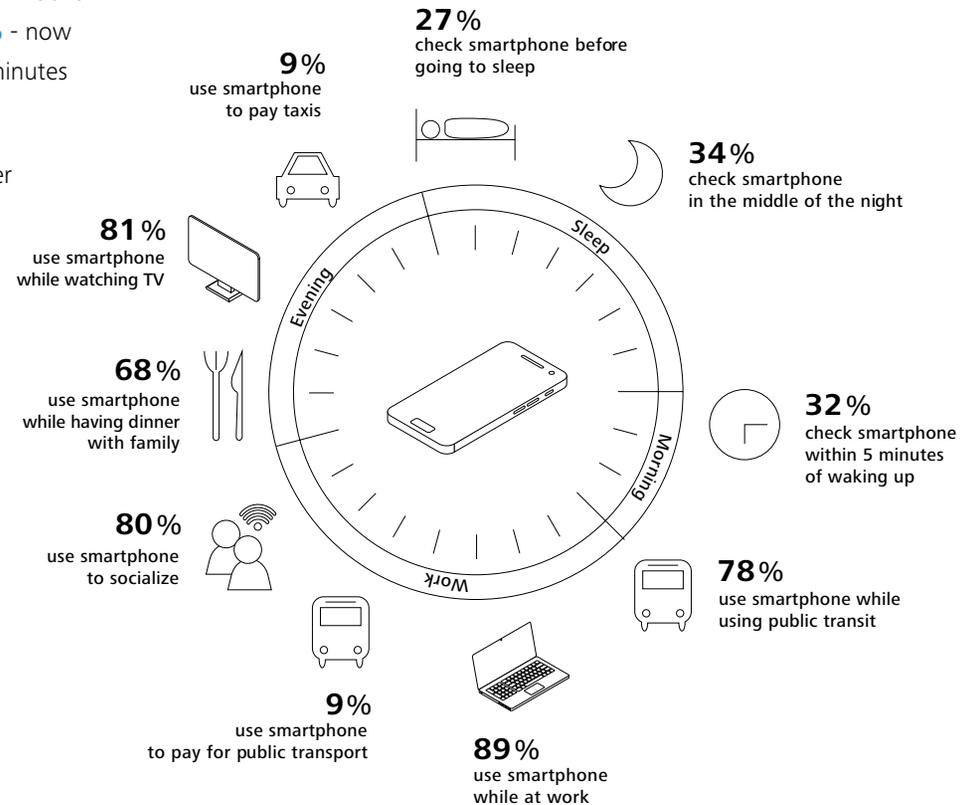
**over 1/3**  
own or have access to a connected television.<sup>1</sup>



## Smartphones are increasing our mobility and flexibility.

Since 2014, the time we spend on mobile phones has **INCREASED** by **49%** - now averaging 3 hours and fourteen minutes per day.

With smartphones, we're no longer tethered to a desktop computer or an office. Mobile devices - our constant companions - allow us to stay productive throughout the day, even when we are on-the-move.



### Did you know:

Multitasking is so prevalent, researchers are now studying 'distracted walking' and its link to pedestrian accidents.

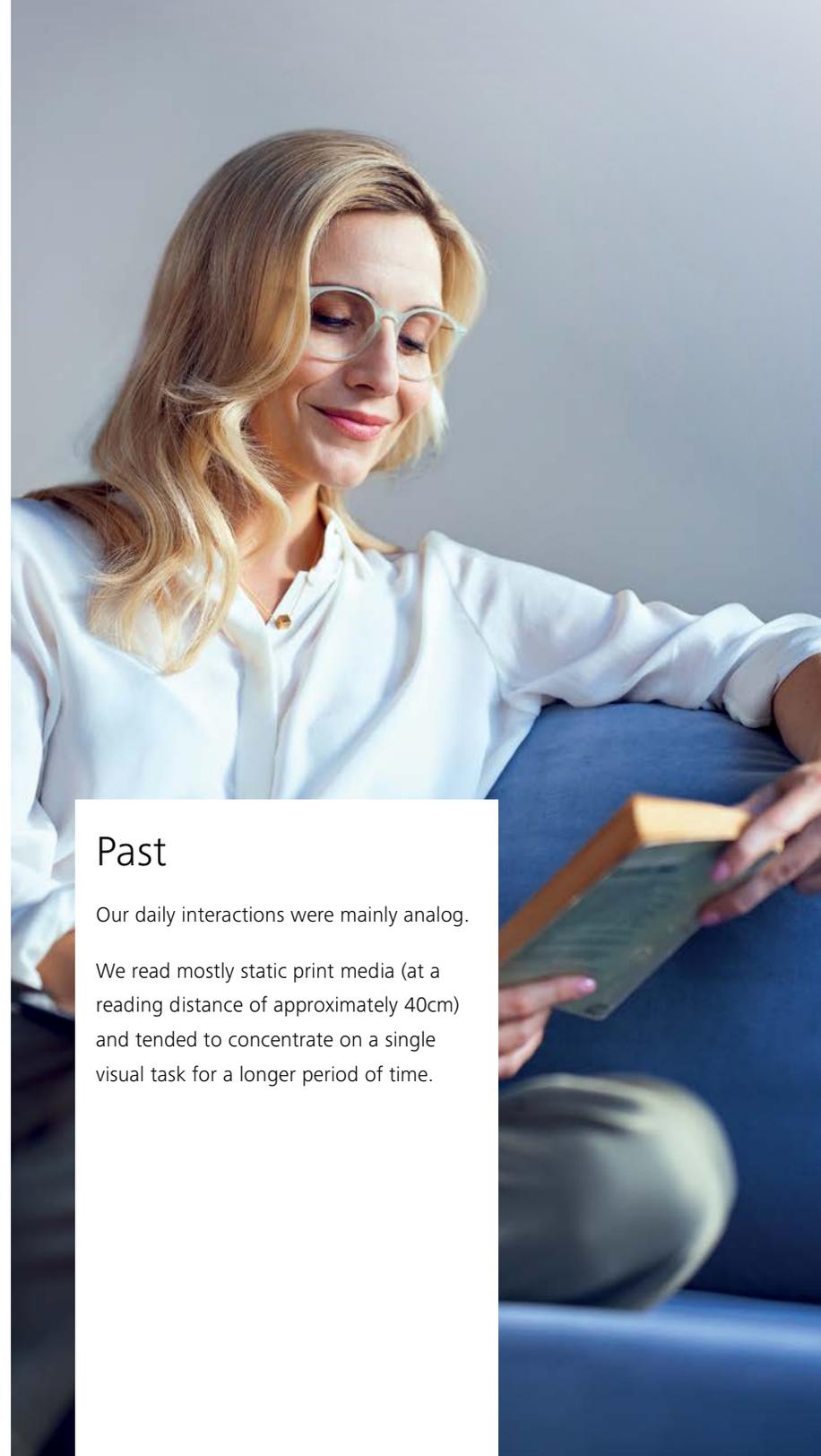
## 2. Being connected and on-the-move is altering our visual behavior.

### Our eyes have never been busier.

Visual behaviors and habits are driven by lifestyle. In today's fast-paced world, it has become second nature to juggle our on - and - offline worlds. Yet even as we stare at our smart-phones, laptops or tablets, we need to remain aware of the world around us.

This new, *dynamic* interaction between the digital and physical worlds has profoundly changed the way we use our eyes, even when compared to just a decade or two ago.

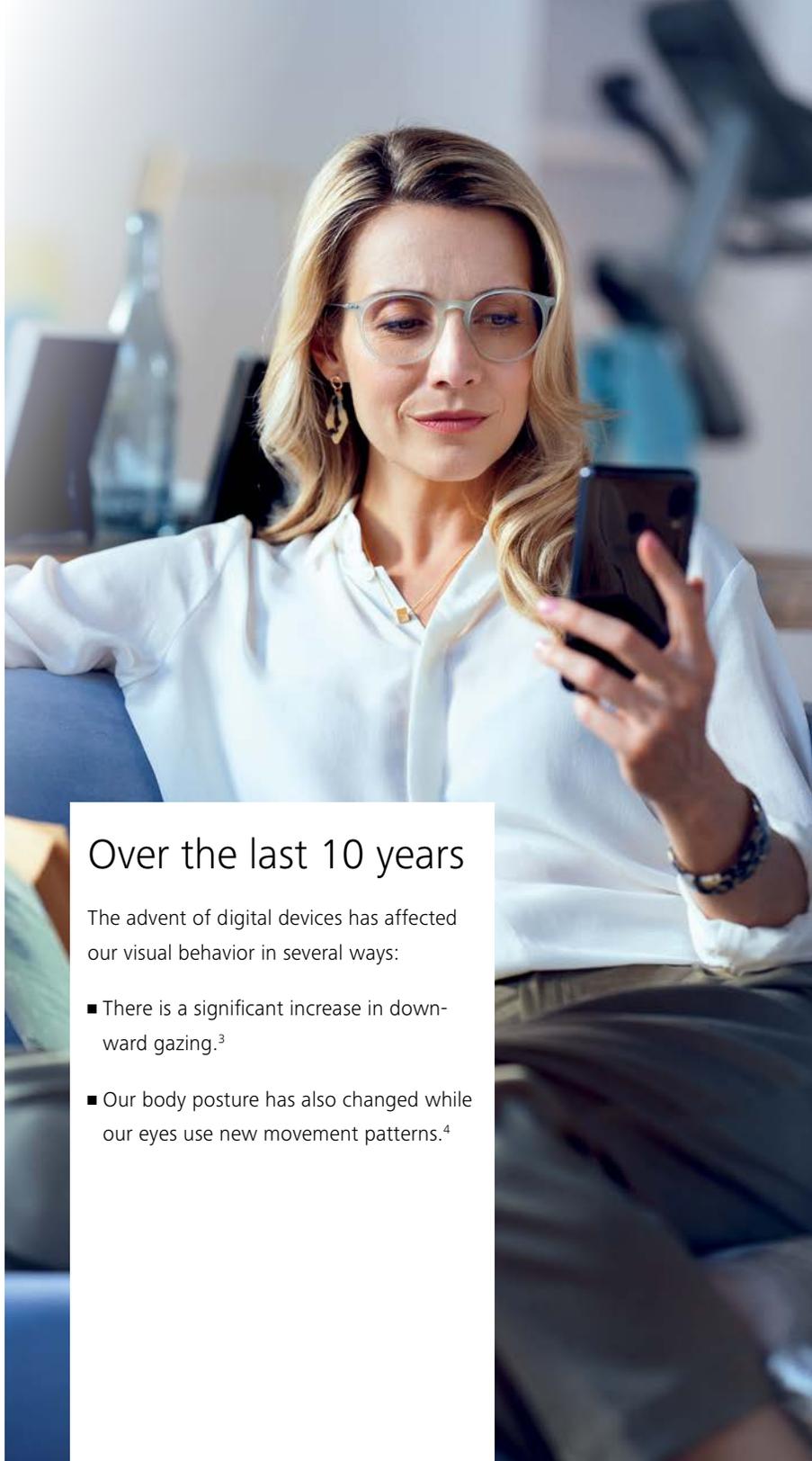
Because of this visual multitasking, we need sharp, clear and comfortable vision for our busy eyes.



### Past

Our daily interactions were mainly analog.

We read mostly static print media (at a reading distance of approximately 40cm) and tended to concentrate on a single visual task for a longer period of time.

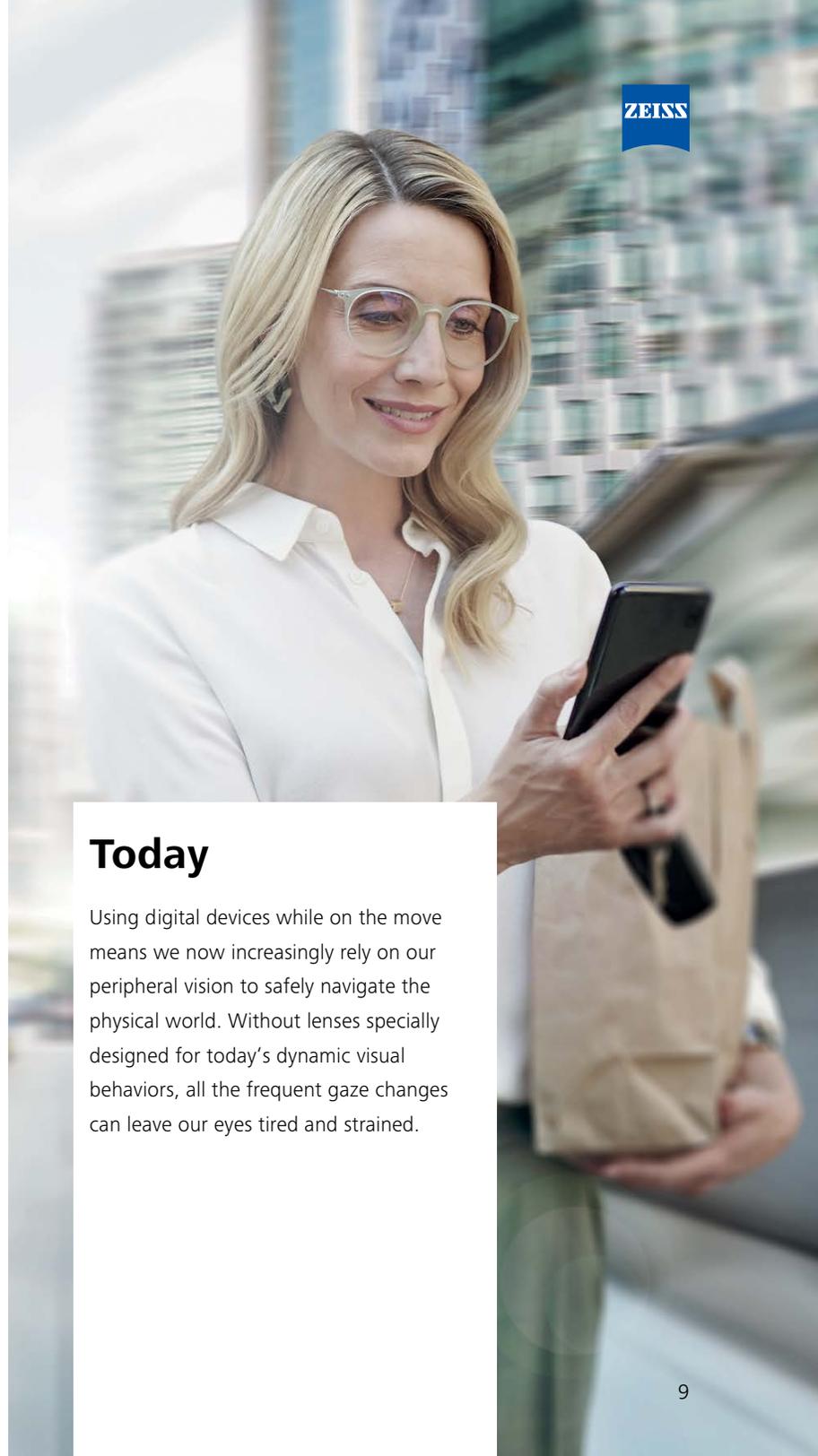


## Over the last 10 years

The advent of digital devices has affected our visual behavior in several ways:

- There is a significant increase in downward gazing.<sup>3</sup>
- Our body posture has also changed while our eyes use new movement patterns.<sup>4</sup>

ZEISS



## Today

Using digital devices while on the move means we now increasingly rely on our peripheral vision to safely navigate the physical world. Without lenses specially designed for today's dynamic visual behaviors, all the frequent gaze changes can leave our eyes tired and strained.



### 3. Our visual needs evolve as we grow older.

**As we age, the anatomical and physiological changes of our eyes lead to different visual challenges.**

No matter how young or old we are, we have to deal with the visual strain that has become part of our modern lifestyle. In addition, our visual needs also change as we grow older. This can be attributed to two key factors:

- A decrease in the amplitude of accommodation.
- A decrease in pupil diameter.

*"For me, clear vision near and far is key, and sometimes I experience a bit of eye strain."*

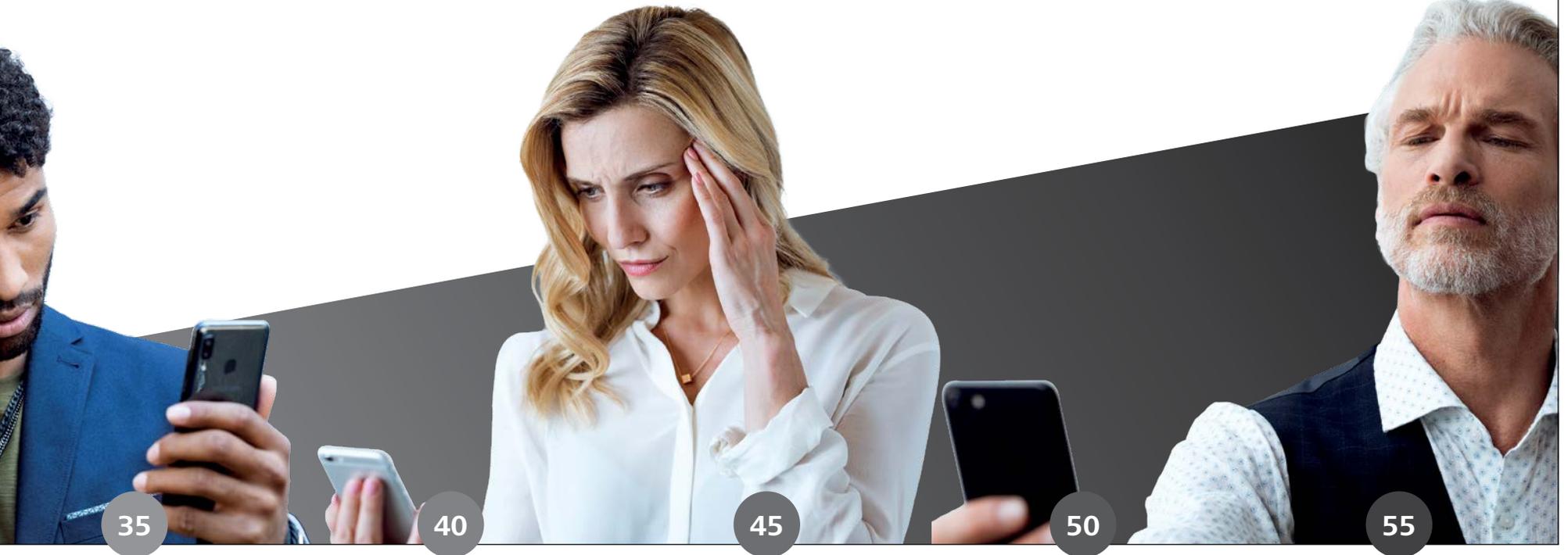


**Ability to accommodate is declining and pupil size is decreasing**

*"In addition to clear vision, I seek eye relaxation. My eyes tend to feel tired, especially at the end of a long day."*

*"Since entering my 40's, I've started to experience near vision discomfort and need some support to focus on nearby objects."*

*"For a few years now I need additional power to support near and intermediate vision. Besides that, adapting to new lenses can be quite a challenge."*



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Oculomotor accommodative stress

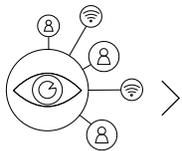
Presbyopia & pupil miosis

Visual needs and challenges

# Addressing the visual needs of today's lens wearers.

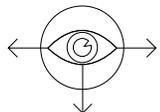
ZEISS translated these consumer insights into a complete lens portfolio, offering lens solutions across all age groups.

*"My ZEISS SmartLife Lenses give me sharp, clear and comfortable vision, all-day long."*



## 1 Connected Lifestyle

We are part of a digital community that is increasingly connected and on-the-move.



## 2 Dynamic Visual Behavior

This lifestyle is altering on our visual behavior, regardless of age.



## 3 Age-Related Visual Needs

Our visual needs also change as we grow older.



The **ZEISS SmartLife Lens Portfolio:**

ZEISS SmartLife Single Vision Lenses

ZEISS SmartLife

*"I now have clear and comfortable vision and eye strain is no longer an issue - even after staring at screens most of the day."*

*"I am very busy throughout the day and I can see sharp, clear, and comfortably all-day long but especially as I change focus between different distances."*

*"Smooth, clear and comfortable vision from near to far and everywhere in between. I was pleasantly surprised at how quickly my eyes adapted to my new ZEISS SmartLife Lenses."*



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Visual needs and challenges



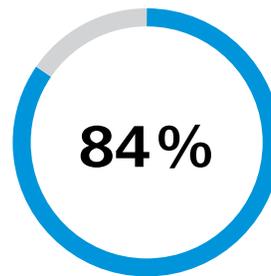
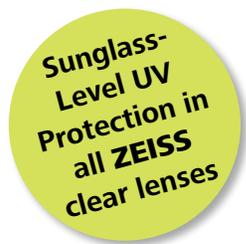
# ZEISS SmartLife: the smart choice.

## The go-to lens portfolio for today's evolving vision needs.

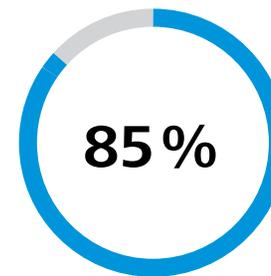
ZEISS's deep understanding of modern visual behaviors and habits has guided the design philosophy behind the ZEISS SmartLife Portfolio.

This completely new portfolio is divided into **THREE** categories: **ZEISS SmartLife Single Vision**, **ZEISS SmartLife Digital** and **ZEISS SmartLife Progressive Lenses**, all with *further optimization* and *individualization* based on age-related visual needs.

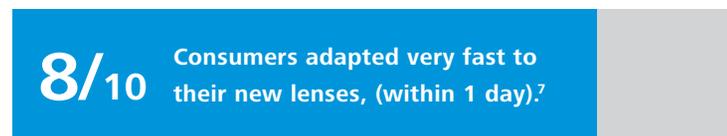
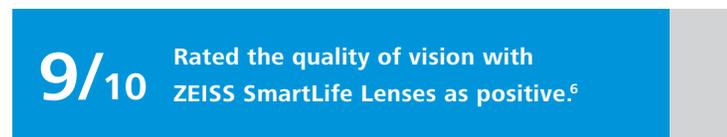
- This complete portfolio serves a wide range of consumers (20 years and up), addressing their visual needs now and in years to come.
- A comprehensive consumer acceptance test was conducted by the Aston University's School of Optometry in the UK, has shown high levels of customer satisfaction.
- ALL clear **ZEISS SmartLife** lenses include **ZEISS UVProtect Technology**.



*Experienced all-day visual comfort to balance their connected and on-the-move lifestyle.<sup>5</sup>*



*Experienced ease of viewing in all directions.<sup>5</sup>*



<sup>6</sup> 94% rate the quality of vision for distance tasks, 93% for intermediate and 91% for near tasks as positive. (percentage of participants who rated 'very good', 'good' or 'quite good'). External consumer acceptance test on the ZEISS SmartLife Lens Portfolio, n=182 study participants. Aston Optometry School, Aston University, UK, 2019.

<sup>7</sup> 81% of consumers adapted very fast to their new lenses, just within 1 day (percentage of participants who adapted 'immediately', 'within hours' or 'within 1 day'). External consumer acceptance test on the ZEISS SmartLife Lens portfolio, n=182 study participants. Aston Optometry School, Aston University, UK, 2019.

## Source

- <sup>1</sup> Deloitte LLP. (2017). State of the smart - Consumer and business usage patterns. Global Mobile Consumer Survey 2017: UK Cut.
- <sup>2</sup> We Are Social & Hootsuite. (2019). Digital 2019 Essential insights into how people around the world use the internet, mobile devices, social media and e-commerce.
- <sup>3</sup> Dynamic gaze study - Changes in gaze behavior through digital devices. ZEISS Vision Science Lab, Institute for Ophthalmic Research, University of Tuebingen, 2019. Data on file.
- <sup>4</sup> Gustafsson E., Thomé S., Grimby-Ekman A., Hagberg M. (2017). Texting on mobile phones and musculoskeletal disorders in young adults: A five-year cohort study. *Applied Ergonomics*, 58:208-214.
- <sup>5</sup> External consumer acceptance test on the ZEISS SmartLife Lens Portfolio, n=182 study participants (percentage of participants who 'strongly agree', 'agree' or 'somewhat agree'). Aston Optometry School, Aston University, UK, 2019.
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All clear **ZEISS SmartLife** lenses include **ZEISS UVProtect Technology**. Trust **ZEISS** to elevate the standard of care for your patients.

Sunglass-Level UV Protection in all **ZEISS** clear lenses



**ZEISS SmartLife**. Contact your ZEISS representative or visit [www.zeiss.com/pro/SmartLife](http://www.zeiss.com/pro/SmartLife) to learn more.

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