All-day comfort
for today's busy eyes

ZEISS SmartLife Digital Lens

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

ZEISS

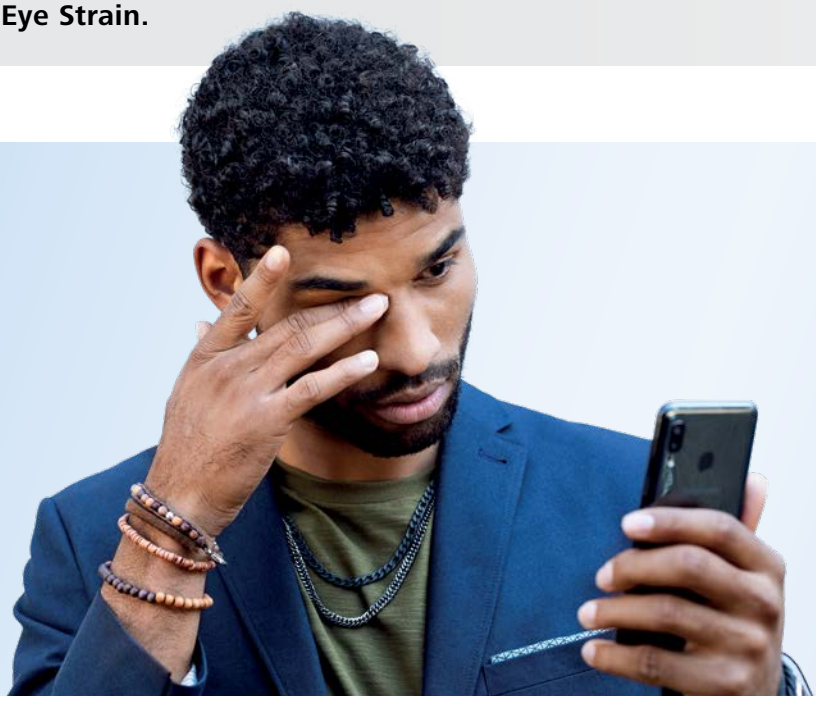
Seeing beyond

ZEISS SmartLife Digital Lens.

Millions suffer from Digital Eye Strain with no relief in sight.. until now.

ZEISS SmartLife Digital Lens is designed for patients in the **25 to 45 age range** who frequently use their mobile phones and tablets. It provides a wide, clear distance zone with a comfortable near zone for stress-free viewing of digital screens. Designed for all-day wear, ZEISS Digital Lens is ideal for 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 zone area specifically calculated for more comfortable viewing**



Digital Eye Strain

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

You have many patients who need ZEISS Digital Lens.

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

FrameFit+® Technology	**Virtually unlimited choice of frame sizes and shapes**	✓
Digital Inside® Technology	**Optimization of the near zone for better reading on digital devices**	✓
Luminance Design® Technology	**Best natural vision for day and night**	✓
SmartView™ Technology	**Optimization based on today's connected & on the move lifestyle**	✓
Rx Customization	**Customized to the patient's Rx for wider fields of view**	✓

All clear ZEISS SmartLife lenses include ZEISS UVProtect Technology.
Available with i.Scription® by ZEISS.

ZEISS SmartLife Lenses.

Developed with you and your patients in mind, to be:

1 Smart
Addressing relevant consumer needs and a broad target market.

2 Superior
Incorporating innovative new technology and optical expertise.

3 Simple
Saving you time by simplifying lens choice and selling.

ZEISS SmartView Technology.

The superior science behind ZEISS SmartLife Lenses.

The foundation of the new ZEISS SmartLife Lens Portfolio - ZEISS SmartView Technology - is founded on consumer insights and scientific research of today's modern visual behavior and individual age-related vision needs.

Based on a unique combination of expertise in ophthalmology and knowledge in various fields of optics, it is the next evolution of the complete ZEISS Precision Technology portfolio.

The four cornerstones of ZEISS SmartView Technology:

NEW

1 Smart Dynamic Optics
State-of-the-art 3D object space-models and design fingerprints adapted to today's dynamic visual behaviors.

NEW

2 Age Intelligence
Considers the evolution of vision needs at every stage of the lens wearer's life.

3 Clear Optics
Provides precision in every step of the process: From advanced eye modeling & design calculation to freeform production & manufacturing.

4 Thin Optics
ZEISS lens aesthetics with the best balance between optics and thin, light lenses.

1. Smart Dynamic Optics.

NEW

The latest design optimization by ZEISS.

Smart Dynamic Optics is based on the simulation of binocular vision during dynamic visual behavior, related to a connected and on-the-move lifestyle (which affects everyone, independent of age).

In summary this entails:

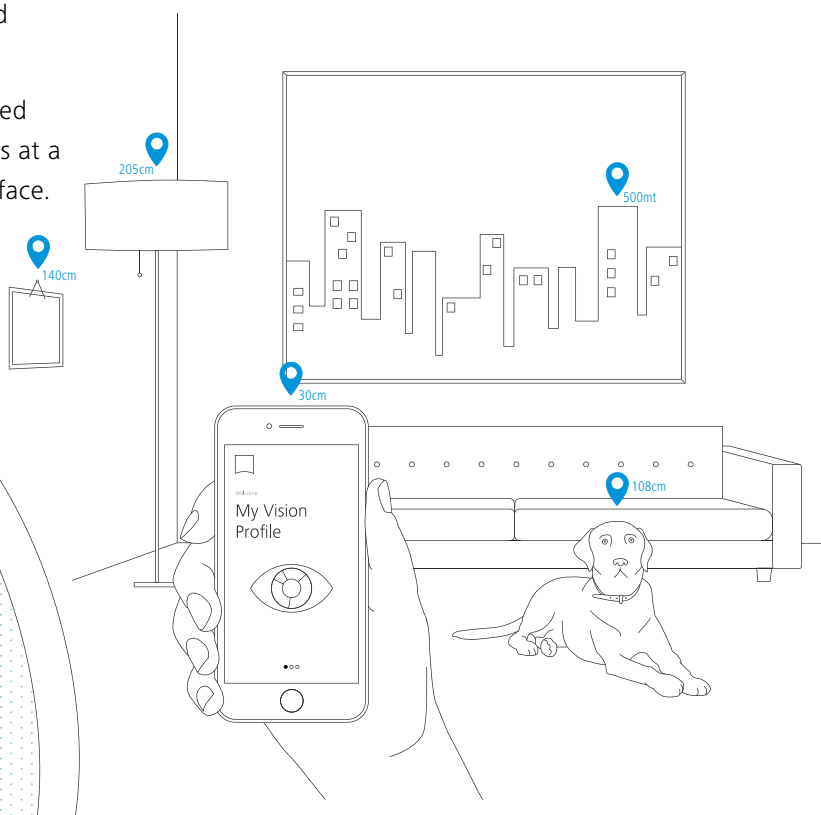
- A sophisticated 3D object-space-model, now also included in the next generation of ZEISS SmartLife Single Vision Lenses.
- New design fingerprints for ZEISS SmartLife Digital and Progressive Lenses
- Both the 3D object-space-model and the new design fingerprints take the dynamic visual behavior from near to far into account, which lead to a smoother transition into the lens periphery with less perceived blur. This enables peripheral vision in a natural dynamic interaction, resulting in comfortable vision and ease of viewing in all distances and directions.*

*Data on file.

The 3D object-space-model.

This describes the exact position of a specific object or point, within a 3 dimensional space according to its distance, direction and inclination in relation to the spectacle lens.

The path of light from this object through the lens is calculated binocularly. ZEISS engineers conducted numerous calculations at a multitude of distances and directions over the entire lens surface. They then took modern dynamic visual behaviors into account to optically optimize the lens.

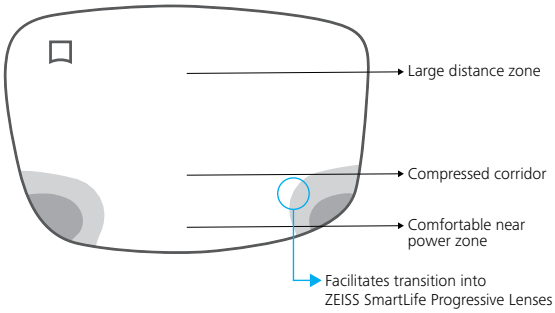


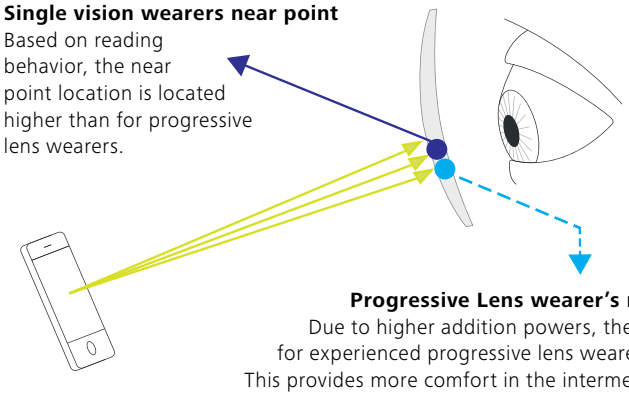
The new design fingerprint.

NEW

ZEISS SmartLife Digital Lens.

ZEISS SmartLife Digital Lenses are designed for anyone with a connected and on-the-move lifestyle who experiences tired eyes or near vision discomfort. These lenses have a completely new design fingerprint which provides a smoother transition into the lens periphery with less perceived blur.





Single vision wearers near point
Based on reading behavior, the near point location is located higher than for progressive lens wearers.

Progressive Lens wearer's near point
Due to higher addition powers, the near point for experienced progressive lens wearers is lower. This provides more comfort in the intermediate zone.

Large distance zone.

SmartLife Digital Lenses have a large distance zone. They support unrestricted horizontal eye movement that is free from blur and distortion.

Compressed corridor.

Single-vision wearers still have accommodation for clear mid-range vision and are used to tilt the head for near vision tasks. Therefore the new lens design has a compressed corridor for ease of viewing in all directions.

Comfortable near zone.

The prescription and the decrease in the amplitude of accommodation of each wearer is different. So ZEISS SmartLife Digital Lens design can be customized to include 0.5 up to 1.25 D addition power for more comfortable reading.

Patient benefits

- **Designed** for more **natural head & body posture** while reading.
- **Fit** in **ANY frame.**
- **More accurate** vision at near distances for connected and on-the-move lifestyles.*
- **9** out of **10** rated the quality of vision with ZEISS SmartLife lenses positive.*
- **73%** did not feel strained eyes at the end of the day.*
- **63%** perceived less eye strain at the end of the day compared to their previous lenses.*
- **81%** perceived wide fields of comfortable vision for intermediate and near tasks.*
- **3** out of **4** consumers adapted very fast to their new lenses, (within 1 day).*

*Data on file.

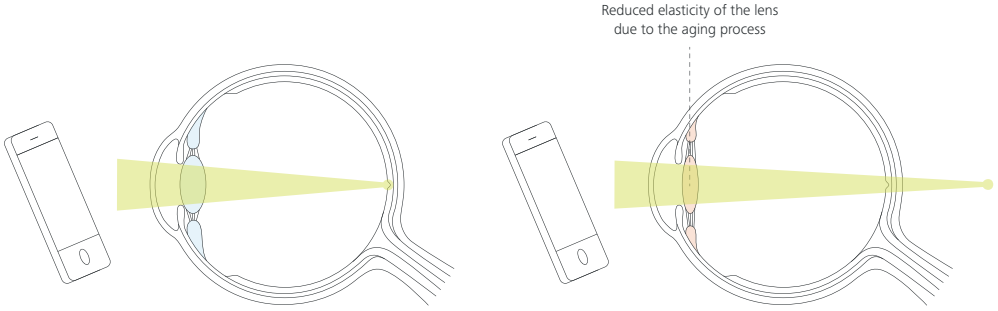
2. Age Intelligence.

NEW

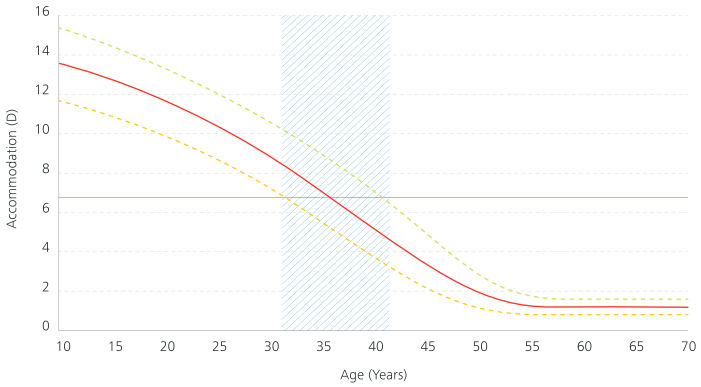
Addressing the evolution of lens wearers' visual needs.

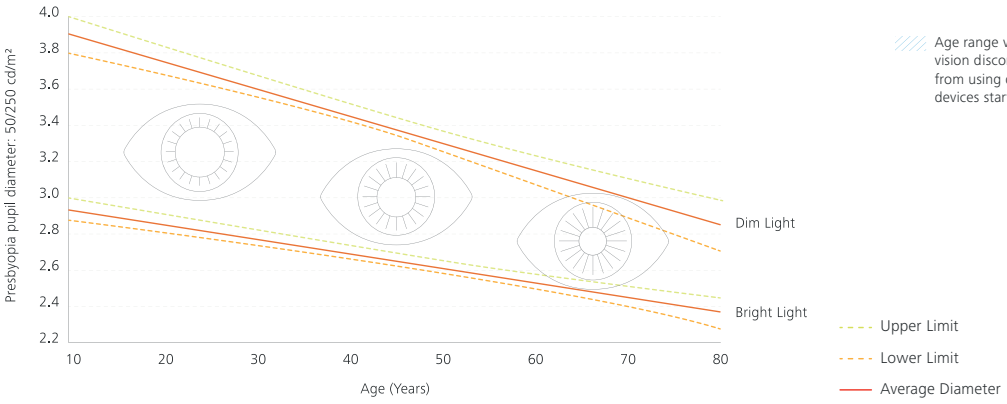
Our modern, connected lifestyle has an effect on our visual behavior.
Our eyes also change with age.

1. Lenses are adapted according to the eyes' accommodation ability, taking into account that this ability decreases significantly as we age. Therefore different lens types are offered for every stage of life – fulfilling evolving vision needs as people age.



2. Further optical optimization is done based on the average pupil size of a person's age group. As we age our pupils' ability to dilate decreases. For optimization of the lens surface, ZEISS factors in the age-specific pupil size to determine average luminance throughout the day - this is called **ZEISS Luminance Design Technology 2.0.**





3. Clear Optics.

The ZEISS promise of precision throughout the complete design and production process.

This is achieved with:

- High precision in an advanced lens-eye-system.
- High precision with the point-by-point lens calculation.
- High precision & leading edge in advanced freeform production.

4. Thin Optics.

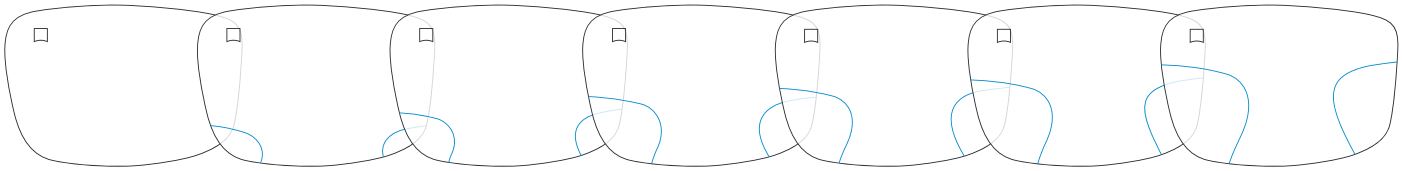
ZEISS lens aesthetics with the best balance between optics and thin, light lenses.

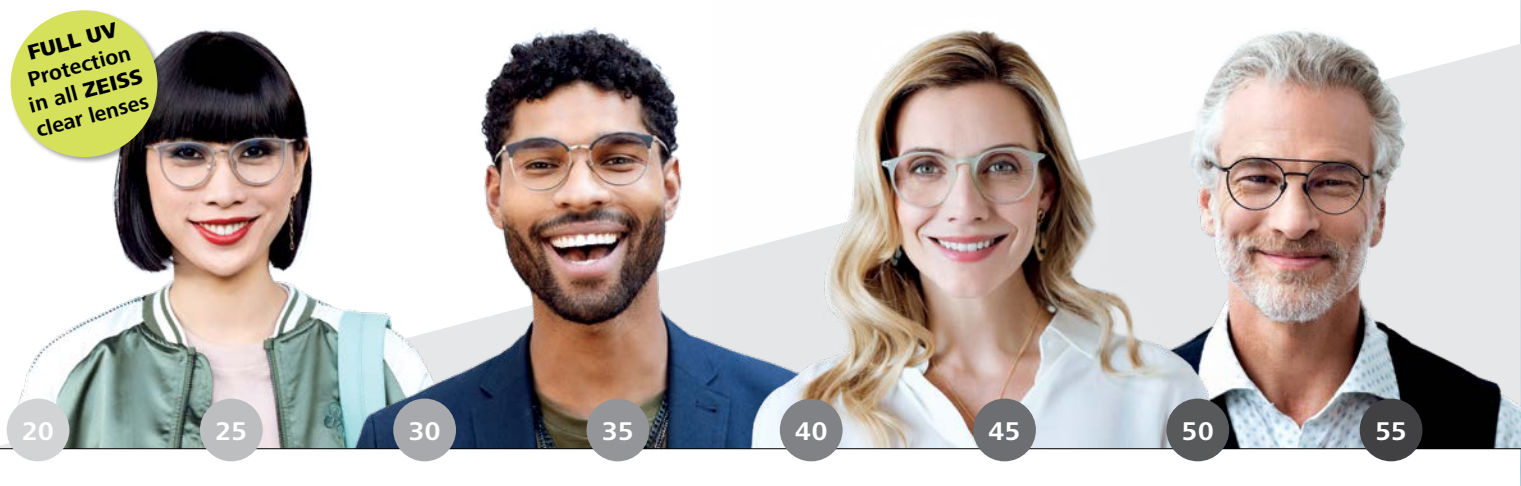
Enabled by the ZEISS thickness optimization algorithm, thin & lightweight lenses are based on:

- Optima – the ZEISS thickness reduction option.
- Flexible base curve adaptation – for further aesthetic lens optimization.
- Thinning Prism – for Digital and Progressive lenses, an individual thinning prism is applied, based on all given order data.

ZEISS SmartLife: the smart choice.

The ZEISS SmartLife Lens Portfolio caters to all connected, on-the-move consumers, independent of age – providing clear, comfortable vision to balance their modern lifestyle.





One go-to lens portfolio to address today's consumer needs.

ZEISS's in-depth understanding of visual behavior and visual habits has been incorporated into the design philosophy of the ZEISS SmartLife Portfolio. The Portfolio is divided into three categories: ZEISS SmartLife Single Vision, ZEISS SmartLife Digital and ZEISS SmartLife Progressive Lenses, all with further optimization 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. Results show a high level of customer satisfaction with ZEISS SmartLife lenses.

84% Experienced all-day visual comfort to balance their connected and on-the-move lifestyle.*

85% Experienced ease of viewing in all directions.*

9/10 **Rated the quality of vision with ZEISS SmartLife Lenses as positive.***

8/10 **Consumers adapted very fast to their new lenses, (within 1 day).***

*Data on file.

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Seeing beyond