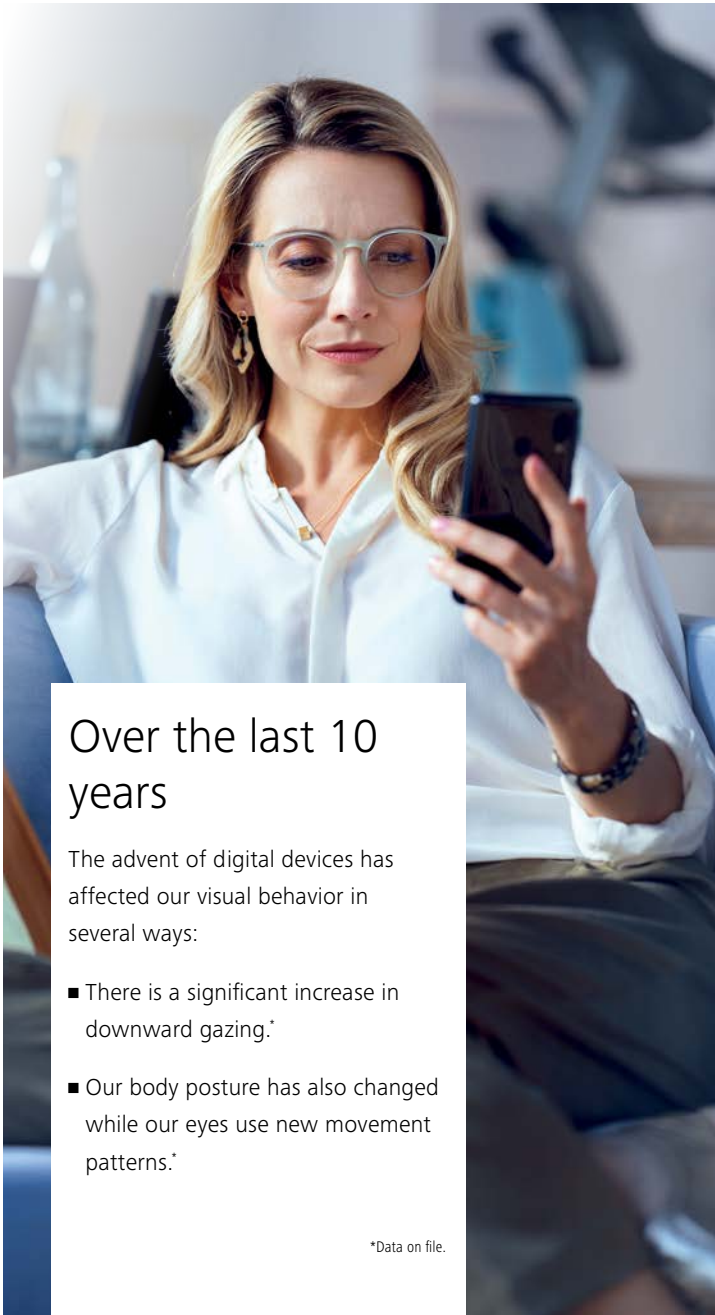


## Digital devices have become an integral part of our lives.

The ability to connect with the world now lies in the palm of our hand. 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.**



### Over the last 10 years

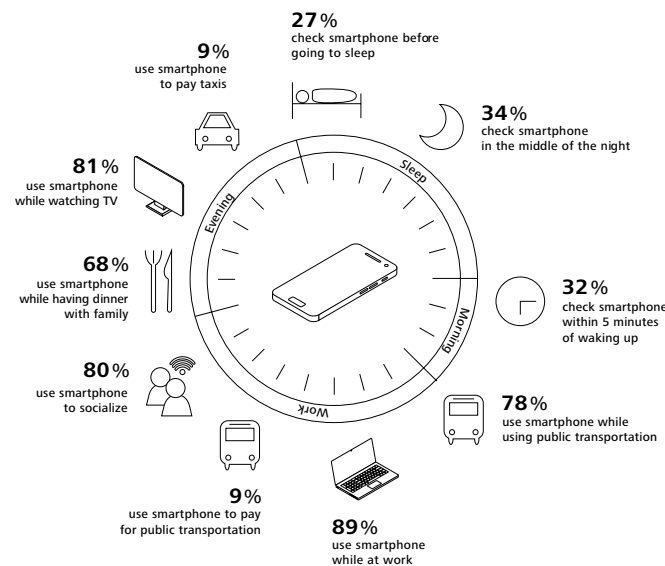
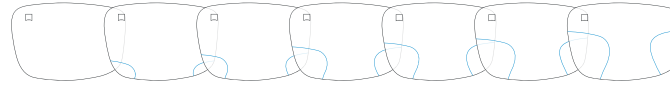
The advent of digital devices has affected our visual behavior in several ways:

- There is a significant increase in downward gazing.\*
- Our body posture has also changed while our eyes use new movement patterns.\*

\*Data on file.

## ZEISS SmartLife: the smart choice.

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



Learn more at: [www.zeiss.com/SmartLife](http://www.zeiss.com/SmartLife)

**Carl Zeiss Vision Inc.**  
USA 1-866-596-5467  
[www.zeiss.com/eyeglasslenses](http://www.zeiss.com/eyeglasslenses)

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Seeing beyond



Seeing beyond

# All-day comfort for today's busy eyes



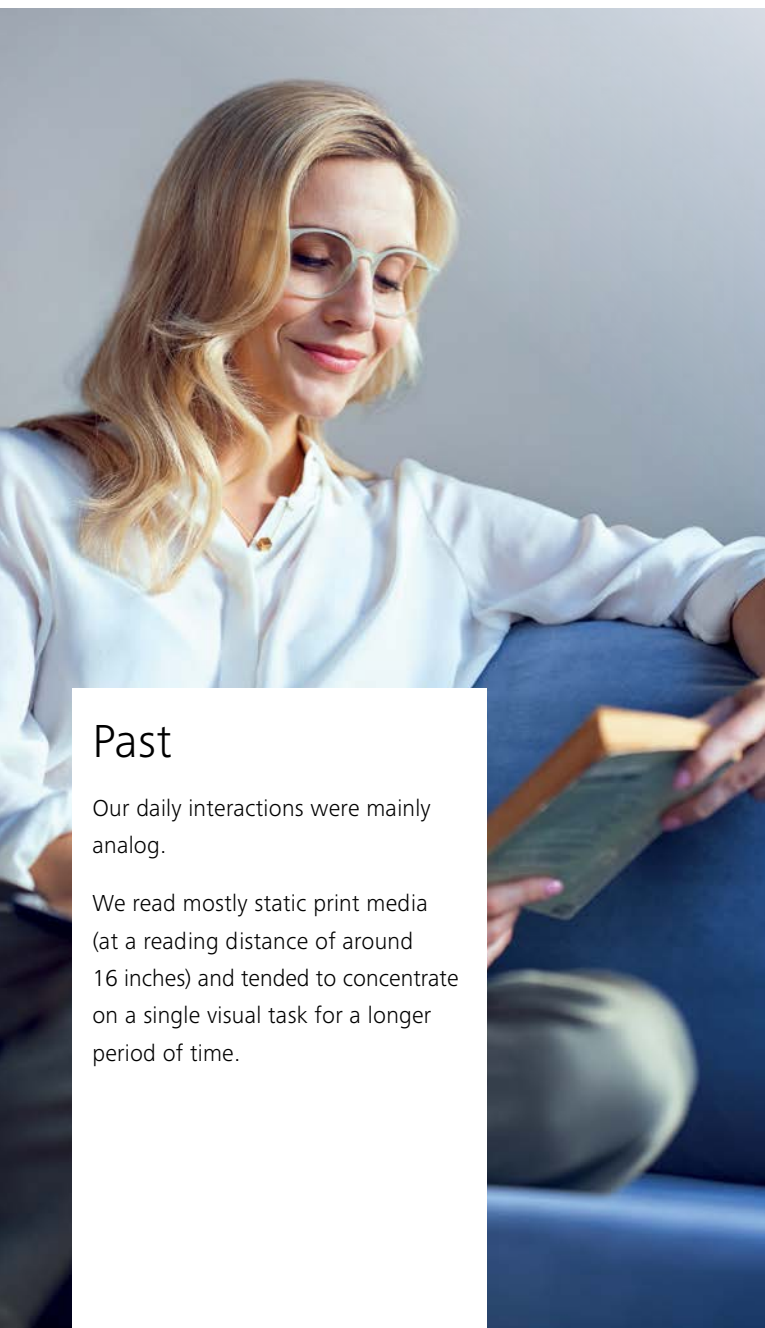
## ZEISS SmartLife Progressive Lenses

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

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.

**ZEISS SmartLife Progressive Lenses** lenses set a new standard for personalized vision. They achieve this by addressing each person's unique pattern of vision which encompasses optics, visual habits, and lifestyle.



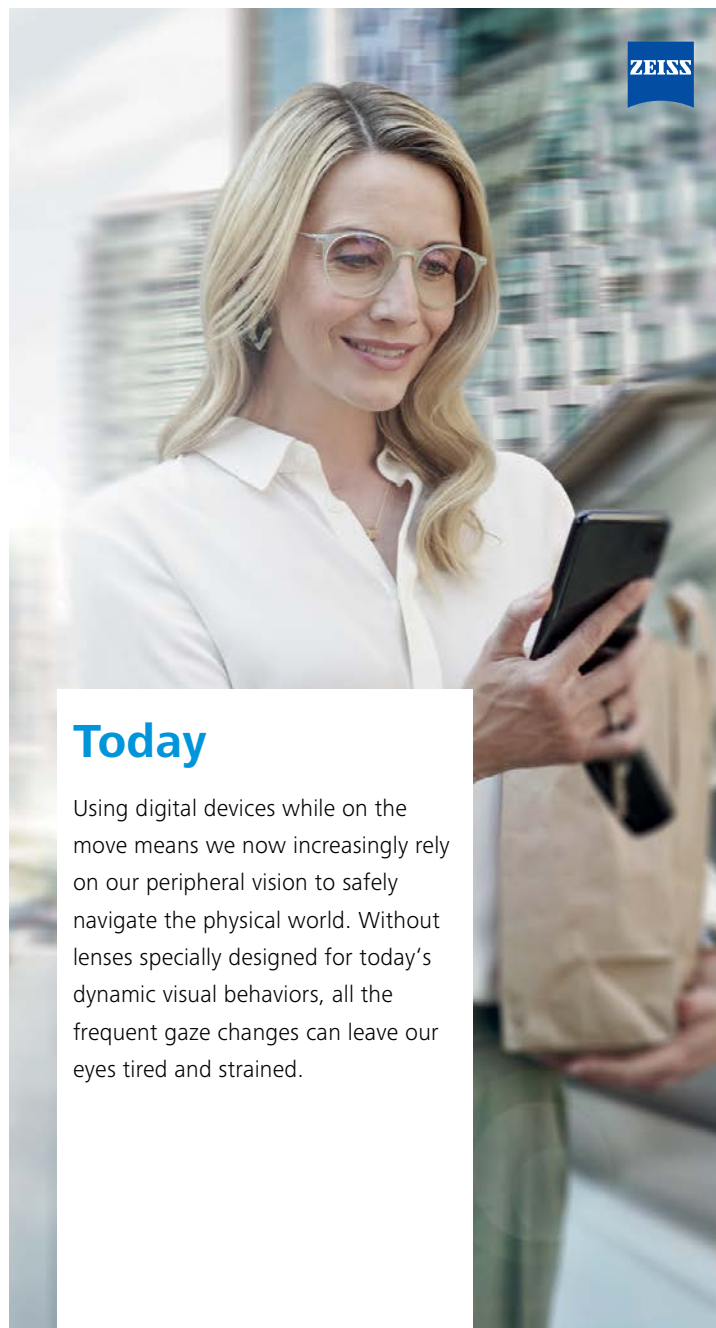
## Past

Our daily interactions were mainly analog.

We read mostly static print media (at a reading distance of around 16 inches) and tended to concentrate on a single visual task for a longer period of time.

As our screen time continues to increase, new forms of visual stress are becoming more common. Our eyes are simply not able to keep up with our constantly connected and on-the-go lifestyles.

Today's **Frequent gaze changes** at **multiple focal points** – especially while we are moving – **calls for a radically different type of lens design.**



## 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.

# ZEISS SmartLife Progressive Lenses.

**ZEISS SmartLife Progressive Lenses are specially designed for people with presbyopia who lead a connected and on-the-move lifestyle.**

The optical performance in the lens periphery is optimized for frequent changes of head and eye position associated with the use of hand-held devices. This new design provides a smoother transition into the lens periphery to provide **all-day comfort for today's busy eyes.**

## ✓ Benefits of ZEISS SmartLife Progressive Lenses

- More **comfortable** digital device usage
- Most natural vision for both **day** and **night**
- Up to **50% larger** areas of clear vision
- Maximum **optical performance** without compromising **frame choice**

Sunglass-Level UV Protection in all ZEISS clear lenses

All clear **ZEISS SmartLife lenses** include **ZEISS UVProtect Technology.**