All-day comfort
for today's busy eyes

ZEISS Progressive SmartLife Individual

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 Progressive SmartLife Individual.

ZEISS Progressive SmartLife Individual lenses are specially designed to meet the vision needs of people with presbyopia with a connected and on-the-move lifestyle. The optical performance in the lens periphery is designed for frequent changes of head and eye position driven by how people interact with their handheld devices.
This new design fingerprint provides a smoother transition into the lens periphery with less perceived blur to enable peripheral vision in natural dynamic interaction.

ZEISS Progressive SmartLife Individual lenses addresses each individual's unique pattern of vision, encompassing optics, visual habits, and lifestyle to provide the ultimate in personalized vision.

ZEISS combines precision technologies to build the ideal lens for each patient.

IndividualFit™ Technology	**Best natural vision for patient's main daily activities**	✓
Face Fit™ Technology	**Optimization of the individual position of wear parameters to maximize lens zones**	✓
Adaption Control™ Technology	**FrameFit Calculator for faster adaptation to new lenses**	✓
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**	✓

Available with i.Scription® by ZEISS

Trust ZEISS to elevate the standard of care for your patients.

All clear ZEISS SmartLife lenses include ZEISS UVProtect Technology.

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.*

The 3D object-space-model.

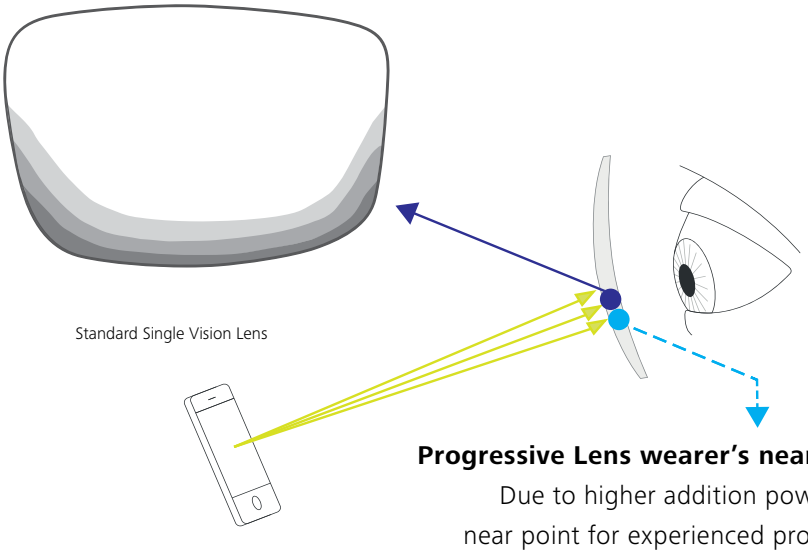
This describes the exact position of a specific object or point, within a 3 dimensional space according to its distance, direction and inclination in relation to the spectacle lens.

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.

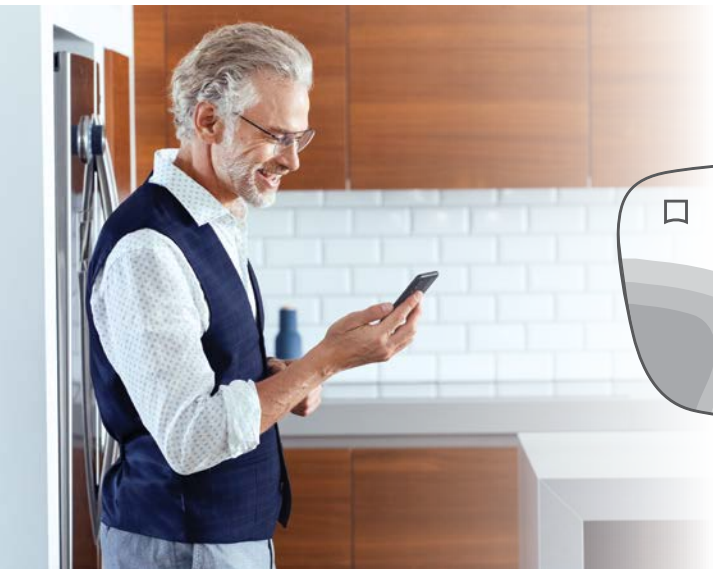
The new design fingerprint.

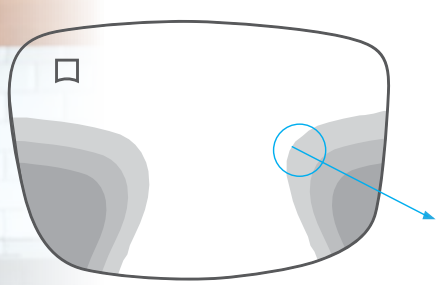
NEW

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



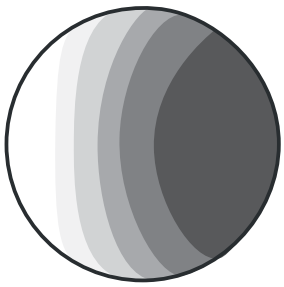
Progressive Lens wearer's near point.
Due to higher addition powers, the near point for experienced progressive lens wearers is lower. This provides more comfort in the intermediate zone.



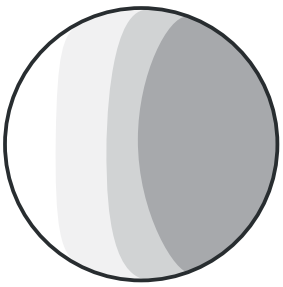


Smoother transition into areas with more blur.
Reduced blur compared to current ZEISS Precision Progressive Lenses.

Standard Progressive Lens



ZEISS SmartLife Progressive Lens



Patient benefits

- **Scientifically proven to enable peripheral vision in natural dynamic interaction.***
- **4 out of 5 experienced smooth vision from near to far across all viewing zones.***
- **8 of out 10 consumers adapted very fast to their new lenses, (within 1 day).***

*Data on file.

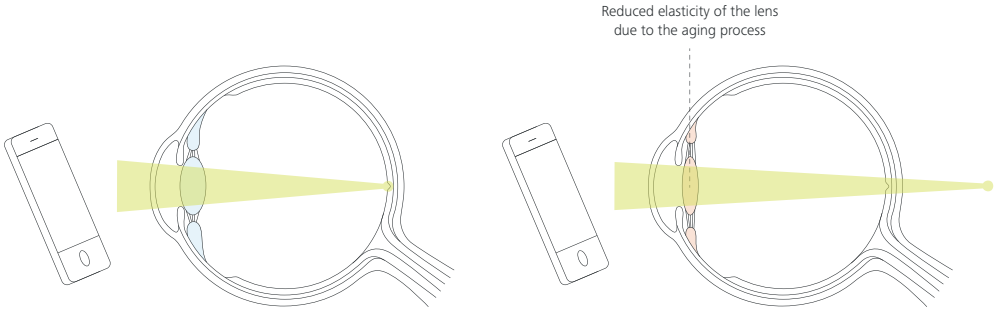
2. Age Intelligence.

NEW

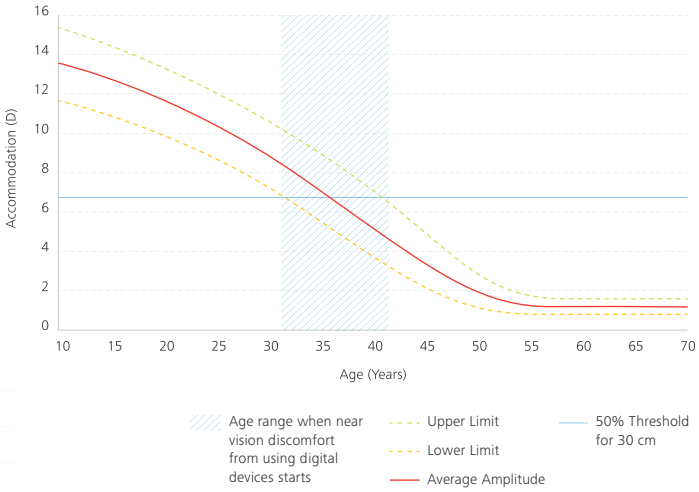
Addressing the evolution of lens wearers' visual needs.

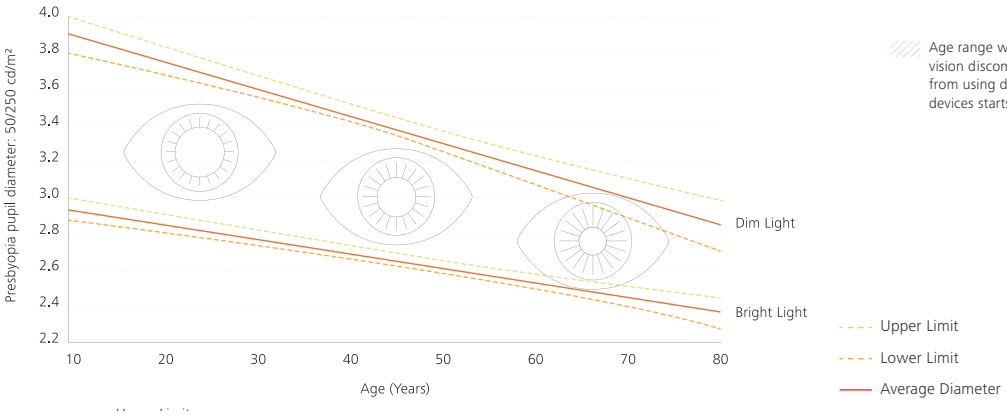
Our modern, connected lifestyle has an effect on our visual behavior.
Our eyes also change with age.

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.

IndividualFit technology.

Different design options for different lifestyles.

Vision is all about how individuals use their eyes – and everyone uses them differently. Why should they all get the same proportion of distance, intermediate and near vision?

With **ZEISS IndividualFit Technology,** the patient's visual activity profile is matched to one of three unique lens design options – **Balanced, Intermediate** or **Near –** to ensure the lens is an ideal fit for each wearer's individual lifestyle and activities.

ZEISS Progressive SmartLife Individual

Balanced (SmartLife Individual)

Balanced distance, intermediate, and near zones

SIMULATED FIELDS OF USABLE VISION

Visual profile: B	
Distance zone	••••
Intermediate zone	•••
Near zone	•••

WEARER´S PROFILE

- Would like the best vision possible for all-day, all-distance use
- Daily activities do not emphasize a particular viewing zone
- Default choice when I or N is not specified

Intermediate (SmartLife Individual I)

Up to 25% larger intermediate zone and enhanced dynamic*

SIMULATED FIELDS OF USABLE VISION

Visual profile: I	
Distance zone	••••
Intermediate zone	••••
Near zone	••

WEARER´S PROFILE

- Often requires the middle viewing range (24-36 inches, e.g., computer work)
- Needs dynamic vision for activities like driving and sports
- Higher add patient who emphasizes intermediate/dynamic vision in daily visual activities

Eye Care Professionals love the personalization and flexibility that IndividualFit technology allows.

Near (SmartLife Individual N)

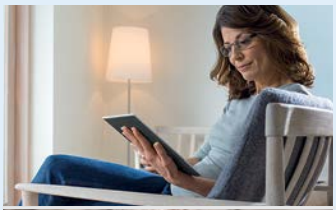
Up to 30% larger near zone*

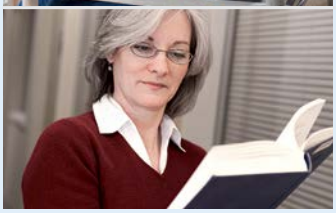
SIMULATED FIELDS OF USABLE VISION

Visual profile: N	
Distance zone	•••
Intermediate zone	•••
Near zone	••••

WEARER´S PROFILE

- Frequently engaged in tasks focused within 24 inches (reading, hobbies, precise work)
- Activities emphasize sustained rather than dynamic vision
- Needs larger computer-distance area located higher in the lens





*Data on file.

Determining the right design option is easy.

- **Simply use the questions you are already asking your patients:**

✓ What are your most common visual activities?
- Work
- Leisure

✓ Which visual activities are most important to you? Which ones seem to challenge your vision the most?
- Reading
- Computer/Handheld devices
- Driving
- Sports/outdoor

✓ If you could change one aspect of your current progressive lenses, what would it be?

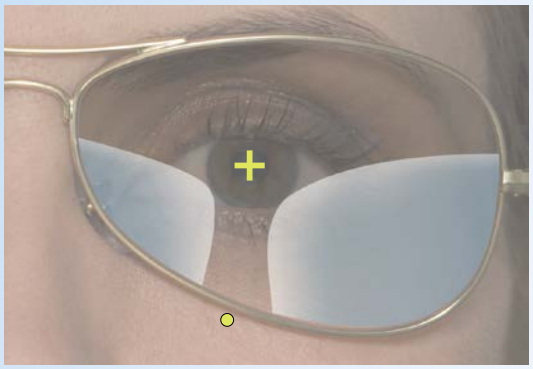
FrameFit+ technology.

Better vision in any frame.

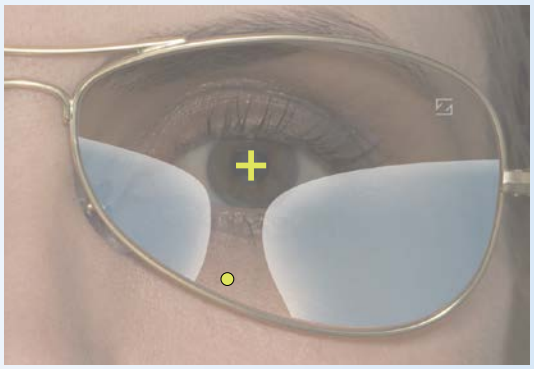
Patients' tastes in frames can be as individual as their facial features. But the same lens design won't work equally well in every frame. Changing the length of the corridor can adjust the lens optics for the frame's height – but this is not enough to ensure the best optics in all frame shapes.

ZEISS FrameFit+ technology customizes the lens design for both the **height** and **shape** of the frame to ensure maximum compatibility with the frame architecture.

Special frame shapes.



Without FrameFit+ technology:
Near vision zone is cut out.



With FrameFit+ technology:
Viewing corridor is automatically adjusted so near zone fits within any frame shape.

○ Near point location
+ Distance point location

Face Fit+ technology.

Supports faster adaptation to new lenses.

Research shows that many progressive wearers experience limitations in clear distance vision and 3D vision, and may also have difficulty judging distances.

Using **Face Fit+ technology,** ZEISS optimizes viewing zones based on data for the frame, wrap angle, the position of the eyes behind the frame, and the fit of the frame on the nose and ears. The result is a lens precisely fitted to the face, maximizing 3D vision and supporting quick adaptation.

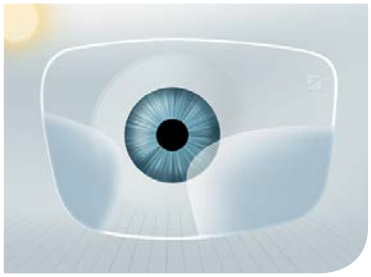
Luminance Design Technology 2.

Greater clarity for both day and night.

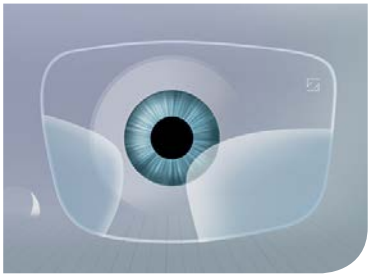
Using **patented Luminance Design technology,** ZEISS factors in patient pupil size in varying light conditions to optimize the design for all-day wear.

Unlike conventional progressives, ZEISS SmartLife Individual incorporates ray-trace calculations for entire bundles of light rays across the pupil, thereby delivering more complete data for perfecting the lens design.

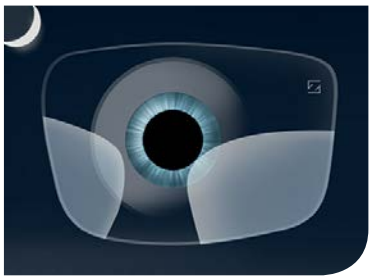
The result is a more natural vision experience and greater clarity for lens wearers, whether in bright or low light conditions.



Small pupil during the day



Mid-size pupil in mesopic conditions



Large pupil at night

ZEISS Progressive SmartLife Individual.

Personalized, natural vision for your patient's full visual life.

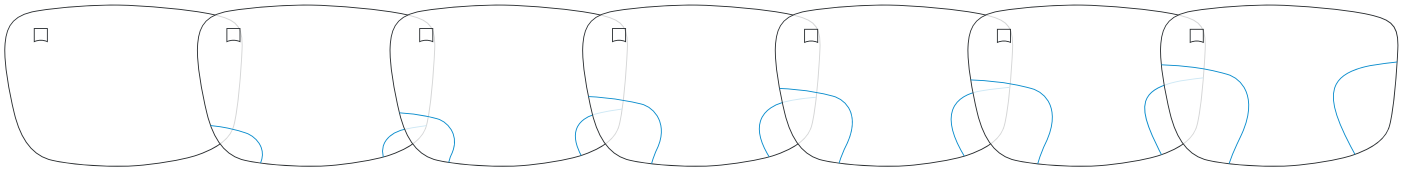
Benefits to your patients	Benefits to your practice
■ Personalized vision tailored to individual activities and lifestyle	■ Offer the highest level of personalized patient care
■ More comfortable digital device usage	■ Distinguish your practice with cutting-edge technologies
■ Most natural vision for both day and night	■ Increased premium lens sales
■ Up to 50% larger areas of clear vision	■ More patient frame options
■ Maximum optical performance without compromising frame choice	■ Wide Rx range and material availability

Available with i.Scription by ZEISS

Advanced technologies have made it possible to deliver a truly personalized vision experience, as individual as each of your patients.

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