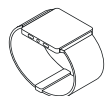


## Digital devices have become an integral part of our lives.

The ability to connect with the world now lies in the palm of our hand. This has become the new normal.

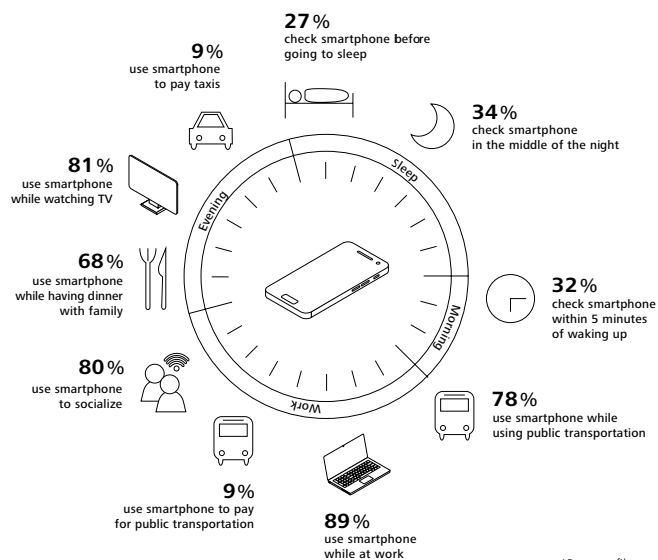
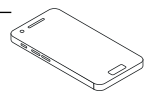
While being constantly connected can be a blessing, it also means that we rarely switch off our devices – or rest our eyes.

57% of the world's population is connected to the internet.\*



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

3 Hours 14 minutes per day is what the average person spends on their smart phones.\*



\*Data on file.

Having to focus on digital displays and the world around you all at once increases the visual demands placed on your eyes.

# All-day comfort for today's busy eyes



Seeing beyond



Sunglass-Level UV Protection in all ZEISS clear lenses

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

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USA 1-866-596-5467  
[www.zeiss.com/eyeglasslenses](http://www.zeiss.com/eyeglasslenses)



Seeing beyond

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## ZEISS SmartLife Individual SV

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)



## Our visual behavior has changed, and our eyes have never been busier.

**In the 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.

**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.

**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.

\*Data on file.

## Our visual needs and challenges also change with age.

**As the eye grows older**, the lens loses its elasticity and the pupil's ability to dilate decreases. This leads to evolving visual needs over time.

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

### **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.

Sunglass-Level UV Protection in all ZEISS clear lenses

### The benefits of ZEISS SmartLife Individual SV lenses:

- **94%** perceived wide fields of comfortable vision for intermediate and near tasks.\*
- **88%** experienced relaxed vision at all distances.\*
- **94%** experienced ease of viewing in all directions.\*
- **9 out of 10** rated the quality of vision with ZEISS SmartLife lenses positive.\*
- **All CLEAR** ZEISS SmartLife lenses include ZEISS UVProtect Technology.

\*Data on file.