



Press Release

ZEISS VISION CARE UNVEILS OPTICAL STORE CONCEPT AND SHOWROOM AT NEW U.S. HEADQUARTERS

HEBRON/KY/United States, 29/June/2021

[ZEISS Vision Care](#) announced today the opening of the company's new, 2,500-square foot ZEISS Vision Center showroom and optical store concept. ZEISS completed construction last month on the showroom, which is located at its new U.S. headquarters in Kentucky.

The showroom will exhibit the architectural design of a ZEISS Vision Center, including ZEISS diagnostic equipment, and ZEISS Consumer Optics products, which are also sold at many ZEISS Vision Centers. Visitors will also be able to learn more about ZEISS' contribution to optical innovation throughout history in a dedicated educational space. ZEISS will invite eye care professionals to visit the Customer Experience Center to learn more about how they can open their own ZEISS Vision Center and make a more lasting impression on their patients.

ZEISS Vision Centers provide patients with a unique and engaging vision-centric shopping experience, combining eye exam, lens consultation and frame selection in a seamless patient-journey. There are already over 200 ZEISS Vision Center stores worldwide, each one operated and owned by independent practitioners.

"Our ZEISS Vision Center showroom helps both independent eyecare professionals and consumers alike understand how ZEISS can help them offer a superlative patient experience that creates a sense of 'wow' and wonder," said Andrew Hyncik, Head of Marketing at ZEISS Vision Care U.S. "We look forward to welcoming guests to visit and learn more about our vision for the optical stores of the future."

For more information about ZEISS Vision Care US, visit <https://www.zeiss.com/vision-care/us/home.html>

Press contact

Allison+Partners for ZEISS
Rebecca Buddingh
Phone: 619 533 7978
E-Mail: ZEISS@allisonpr.com

www.zeiss.com/newsroom
<http://www.zeiss.com/vision-news>



About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling 6.3 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2020).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership. ZEISS invests 13 percent of its revenue in research and development – this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 32,000 employees, ZEISS is active globally in almost 50 countries with around 30 production sites, 60 sales and service companies and 27 research and development facilities. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

Further information at www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The unit is allocated to the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.