

# ZEISS Innovation Offers Consumers Digital Value-Added Vision Care

## Study shows ZEISS VISUFIT 1000 meets consumer needs when it comes to purchasing eyeglasses

**Digitalization is on everyone's lips and it plays a major role in our day-to-day lives – eye care is much the same. The present and the future of eye care are already digital. With ZEISS VISUFIT 1000 enables eye care professionals to make the digital future a key part of their practice today. A ZEISS study has shown that while consumers feel at home online, they nevertheless prefer precision and on-site consultation when it comes to purchasing glasses.**

[Press Kit ZEISS VISUFIT 1000](#)

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A recent study from ZEISS<sup>1</sup> on centration confirms that online shopping has become routine for most consumers. Yet when they plan to buy glasses, 98% of those eyeglass wearers surveyed put their trust in an eye care professional and purchase their glasses offline. According to this study, the reasons for purchasing glasses offline are clear: consumers want precisely fitted lenses, good service and the expertise of an eye care professional. These are all areas where, in the future, eye care professionals can stand out from the crowd thanks to digital ZEISS applications, systems and platforms.

Currently, 52% of eyeglass wearers surveyed would consider purchasing their glasses online in the future. The same amount of respondents said that choosing frames virtually at home is very appealing to them. But at the same time, the majority (66%) admitted that a consultation with an eye care professional is still very important. So the local expert, someone they can trust, cannot be replaced. Eye care professionals can even strengthen this relationship by enhancing the consultation with future-proof technology like ZEISS VISUFIT<sup>2</sup> 1000.

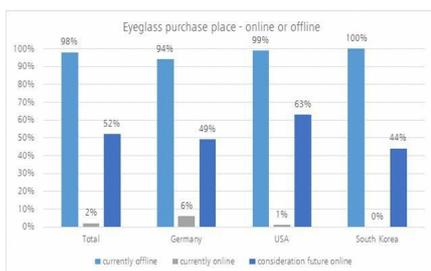


Figure 1: Offline and online eyeglass purchases and percentage of consumers considering online eyeglass purchases in the future

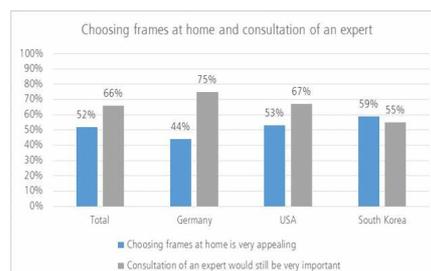
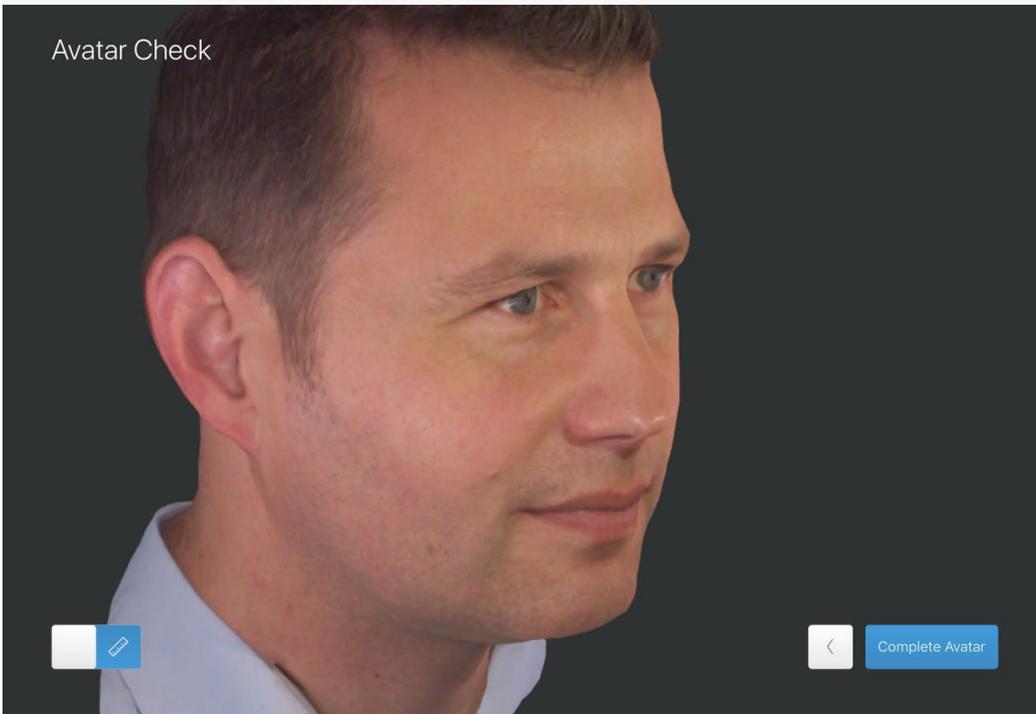


Figure 2: In the study the majority of people reported that personal consultation with an eye care professional is very important, even if trying on frames at home is very appealing to many.

### Digital features instore

ZEISS VISUFIT 1000 is a platform for the digital determination of 3D centration data, which is precise, quick and easy to use. With only a single shot a 3D image of the consumer can be created. Nine cameras and 45 million points ensure maximum precision of centration data. ZEISS VISUFIT 1000 provides the consumer with a 180° visualization of his/her head with the frames selected. Consumers try on at least seven different frames. The visualization means they can see themselves from different angles on iPad or PC. That means the purchasing decision is simplified not only for those people with a strong visual impairment. The visualization is something consumers might already have experienced while shopping online. But with ZEISS VISUFIT 1000, this experience is high-quality, precise and has the advantage of a personal consultation; according to the study, consumers perceive this as very important.

## Avatar Check



With ZEISS VISUFIT 1000 a 3D image of the head is created.

In the future, ZEISS VISUFIT 1000 will be complemented with modules for customizing frames and for virtual try-on. Alongside highly precise centration, this will be a key differentiator so that eye care professionals can enjoy a competitive edge with consumers who like it digital.

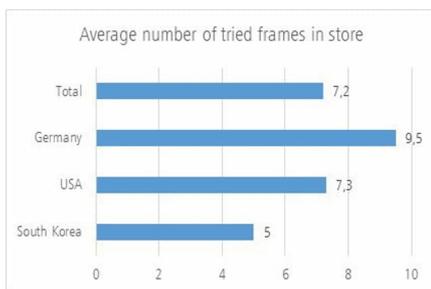


Figure 3: ZEISS VISUFIT 1000 allows consumers to compare different frames on the iPad or PC.

### Development with a focus on the future

“When developing ZEISS VISUFIT 1000, it was very important that we not only facilitate precise centration but, most importantly, look to the future. We want to take the next big step in digitalization – a new era has begun. Prior to the development of ZEISS VISUFIT 1000, we asked ourselves how we can help our partners – eye care professionals – master the digital future,” says Dr. Marc Wawerla, Chief Operating Officer at ZEISS Vision Care.

“The ZEISS VISUFIT 1000 software was then developed by an [agile team](#),” says Désirée Niendorf, Head of Product Management for Vision Technology Solutions at ZEISS. “This is a very flexible way of working, as we have quick reaction times and can easily adapt to new requirements or changes. This ensures the flexibility needed to create high-quality software. With this new method we were able to deliver superior digital technology that caters to our customers’ needs.”

### Consumers demand exceptional quality

Precise centration performed by an expert is essential for ensuring optimum, natural vision when wearing glasses. The best eyeglass lenses do not perform properly if they are not correctly centered in the frame and in relation to the eyes. The study revealed that the majority of consumers are not interested in getting more information about centration, but they care very much about precision and quality. They put their trust in eye care professionals’ good service and consultation, which is represented by state-of-the-art technology like ZEISS VISUFIT 1000.

### Excellent reasons in favor of digital centration

Today it is possible to manufacture customized, highly sophisticated eyeglass lenses designs. The correct

calculation of the lens takes into account the position of the lens in relation to the eyes, face and frames, which is essential in order to reach the full potential of the lens and to provide the best possible vision to the wearer.

“For progressive lens wearers, many eye care professionals opt for digital centration methods because of the quick, extremely detailed data capture. However, precise fitting is relevant for all types of lenses. Our study has confirmed that there are good reasons for going digital, the most important being data precision and usability. Our ZEISS devices are digitally linked and make day-to-day work, which includes documentation and orders, significantly easier. In particular, ZEISS VISUFIT 1000 is particularly impressive thanks to its ease of use,” says Wawerla. According to the study, the reasons for using digital centration methods are improved service quality and opportunities for upselling.

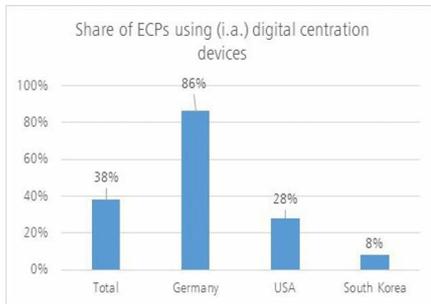


Figure 4: The use of digital devices for centration differs between the countries.

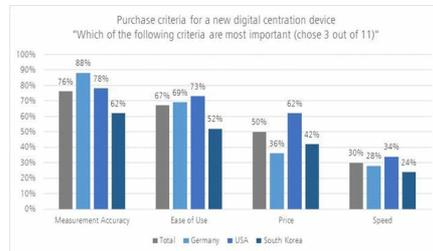


Figure 5: The four most popular purchasing criteria for a new digital centration device.

ZEISS VISUFIT 1000 is a high-end solution in the ZEISS portfolio of mobile and stationary centration devices. In conjunction with a special connectivity solution, ZEISS VISUFIT 1000 makes it possible to reach another milestone: digital eyeglass consultation. This will play a central role for consumers who like digital experiences instore. “As soon as an eye care professional wishes to offer accurate customization of frames, a digital platform to ease the process of consultation and to enhance the consumers experience is a major next step. In the future ZEISS VISUFIT 1000 will offer specific modules to customize frames and to try on frames virtually, ensuring they are ready for this new era,” says Niendorf.



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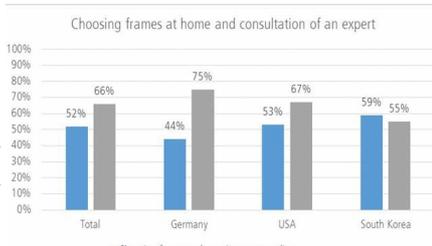


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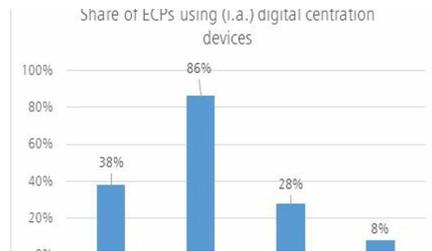
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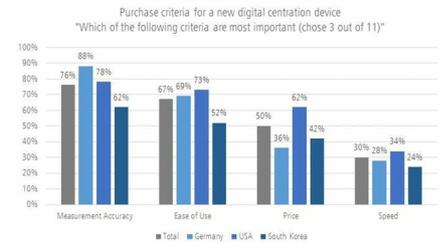
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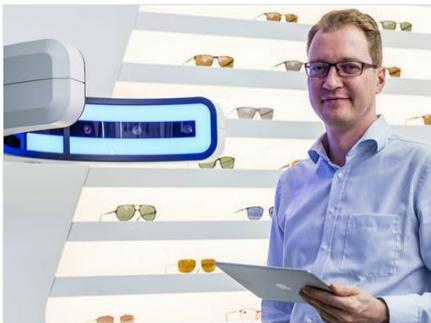
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