

## ZEISS launches platform for 3D centration data determination

Taking digitalization to the next level: the new ZEISS system for 3D centration data determination is precise, quick and easy to use.

**On 12 January 2018, ZEISS will unveil ZEISS VISUFIT 1000, a platform for digital determination of 3D centration data, at the opti trade show in Munich. In the future, this system will be expanded to include additional modules. ZEISS VISUFIT 1000 will first be available in Germany and Central Europe, and will then be rolled out for all ZEISS partners worldwide. ZEISS VISUFIT 1000 supports ZEISS partners in providing consumers with a pair of glasses perfectly fitted to their needs.**

[Press Kit ZEISS VISUFIT 1000](#)

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Good vision requires more than just the right prescription lenses. It is also crucial that the lenses are properly centered in the frame and in relation to the eyes. Back in 1992, ZEISS launched ZEISS Video Infrac<sup>1</sup>, the first video centration system. Therefore, ZEISS is a forerunner to the digitalization of centration data determination. The latest development, ZEISS VISUFIT 1000, stands for precision and speed. In the future, it will be possible to expand ZEISS VISUFIT 1000 platform with modules for trying on glasses virtually and for customized frame designs. Thus ZEISS is already offering a system today that will also accommodate the greater customization and digitalization consumers demand tomorrow. This is possible thanks to more than 20 years of expertise in the area of centration data determination and intensive research and development involving an interdisciplinary team of experts from throughout the company.

### Centration data determination on a new level

ZEISS VISUFIT 1000 creates a 180-degree view of the consumer's face and the frames using nine cameras and 45 million points. The centration data determination is based on 3D coordinates. This is an extraordinary addition to the existing measurement points on the calibration clip for ZEISS i.Terminal 2, and it ensures the extremely precise capture of measurement data for the frame, the eye, the pupil and the cornea. The back vertex distance can be determined for both sides, right and left. Furthermore, a 3D digital reconstruction of the face can be created and enables the back vertex distance to be captured, even with frames featuring very thick temples. This 3D reconstruction of the consumer's face will provide the foundation for future ZEISS VISUFIT 1000 modules.

"With the ZEISS VISUFIT 1000 platform, the eye care professional is making the digital future a key part of their practice. The ZEISS VISUFIT 1000 will also support forthcoming virtual functions, making this far more than just a system for the determination of centration data," says Marc Wawerla, Chief Operating Officer at ZEISS Vision Care. "The data captured with this system are so detailed that it will be possible to use them to allow consumers to try on glasses virtually as well as for customized frame designs. By opting for the ZEISS VISUFIT 1000, you might say that the eye care professional has decided to make the future part of their practice today."

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### **Advantages for eye care professionals and their customers**

A special fixation target provides a normal position for the eye's distance vision, even though the consumer is no more than 30 to 35 cm from the measurement system. Obtaining data with just a single shot ensures that the measurement process is completed quickly and easily, thereby allowing the eye care professional to concentrate more sharply on the consultation and data processing.

"It is a great relief that eye care professionals can now create a 180-degree view of their consumer's face and the particular frames with just a single shot. The consumer does not even need to turn the head to the side, and it is no longer necessary to attach a calibration clip to the frames. With ZEISS VISUFIT 1000, we have made this process quick and straight forward," says Wawerla. To capture the data without a calibration clip is remarkably quick, but also an extremely easy-to-perform technique that impresses the consumer.

### **The digital future at the eye care professional's practice**

Captures with different frames can be created with ZEISS VISUFIT 1000, giving the consumer the option of comparing these directly in a 180-degree view comprising nine images. "This is a completely new kind of purchasing experience, because consumers can look at different images of themselves and even compare different frames," adds Wawerla. Ametropic consumers, for example, benefit from this functionality because it makes the decision-making process for a particular pair of frames significantly easier for them. ZEISS VISUFIT 1000 enhances the expert consultation provided by the eye care professional by adding a digital component and customizing the shopping experience. This makes the digital future a central part of the eye care professional's practice. ZEISS VISUFIT 1000 stands for precision, and simplifies not only the centration process for the eye care professional, but also the consumer's purchasing decision.

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ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is

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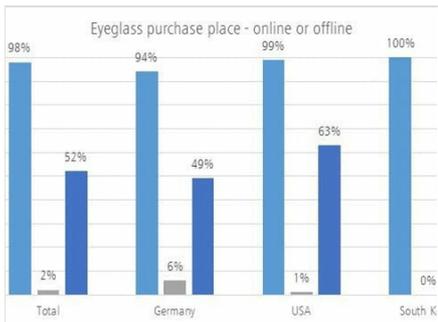
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