

Digital Lenses

Put an end to digital eyestrain

Who would have guessed? It turns out that, on average, we look at our smartphone or other mobile device up to 80 times a day! Rapidly shifting our focus from near to far and back again poses a remarkable challenge to our eyes. We often notice this in the evening in the form of tired and burning eyes, muscle tension or even a headache. Our eyes work effortlessly and adjust quickly to all distances up until a certain age. Unfortunately, our eyes undergo a steady deterioration in their ability to "accommodate" – to switch focus between different distances – starting when we're around 30 years old. This often goes unnoticed. This is where special lenses from ZEISS can help reduce eyestrain.

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How you benefit

ZEISS Digital Lenses help reduce the stress and strain caused by the constant use of smartphones and other digital devices

- This gives you relaxed and fresh eyes all day, even after a long day at work with your smartphone or tablet.
- You have stress-free vision, even when you always have to rapidly shift your focus from near to far and back again.
- Excellent wearer tolerance – and you also have the same 100% ZEISS tolerance-guarantee.
- You can use ZEISS digital lenses for the entire day.

Who can Digital Lenses help?

We do more and more things digitally. Using our smartphones, tablets and PCs for more than five hours per day means a veritable marathon for our eyes.

Do you also suffer from these symptoms:



What causes digital eyestrain?

The more often we use our digital devices, especially smartphones, and the longer we use them, the more frequently our eyes jump back and forth between near and far. The ciliary muscle in the interior of the eye always refocuses our vision. As we get older, it no longer performs like it's supposed to. That's when we start noticing our eyes are getting tired. In the evening we notice how strained and overtired our eyes feel.

We don't always immediately make the connection between symptoms like a headache, neck pain and overtired eyes and our use of digital devices. And we'd never think that digital devices could possibly be the cause of blurry vision. But these can all be the first signs of "Computer Vision Syndrome." Unfortunately our eyes experience a steady deterioration in their ability to "accommodate" – to switch focus between different distances – starting when we're around 30 years old.

ZEISS Digital Lenses support the ciliary muscle's work in the inner eye. They excel by covering a broad range of distance vision and offer targeted support for the eye when looking at digital devices. You can wear them the entire day, and they are suitable for first-time and long-time spectacle wearers.

This is how digital lenses support your vision

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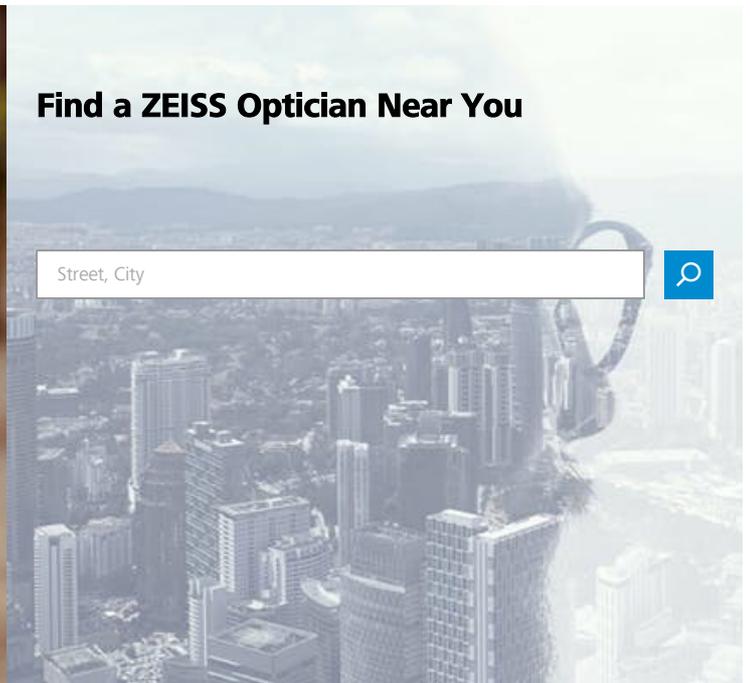
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