

[Driving + Mobility](#) Oct 16, 2017

Living life to the fullest & stress-free vision: Discover the new range of eyeglass lenses for people in their 30s and 40s who regularly use digital devices

ZEISS Digital Lens fill the gap between single vision and progressive lenses!

It's difficult to imagine our lives without digital devices and all the tools and information they enable us to access, from browsing our emails on the road, updating our Facebook status to checking the weather forecast and train times or sending a photo. Yet it's not only our ability to be accessible anywhere at any time that has undergone a revolution – our vision has also changed.

Our eyes are constantly switching from near to mid to far distance. Many heavy users of smartphones and tablet PCs in their 30s and 40s, often notice that their eyes are irritated, strained and tired on a more frequent basis. Our eyesight and visual perception starts to deteriorate, our eyes get more stressed – and so do we.

But surely I don't need progressive lenses already?!?

Fit and active people in their 30s and 40s are often not ready to start wearing progressive lenses – and there's no reason they should. That's because ZEISS has [developed a range of eyeglass lenses](#) that are specifically tailored to the needs of people in their 30s and 40s who use digital devices. Regardless of whether you have never worn glasses before or are simply switching from a pair of single vision glasses, ZEISS Digital Lens provide comfortable near and mid-distance vision combined with excellent visual acuity at all viewing distances. ZEISS Digital Lens help people suffering from eye strain to develop smarter, more comfortable vision and to overcome the challenges they face on a daily basis.

Easy to get used to – and available at a reasonable price

The ZEISS product development team focused specifically on the visual needs of people who often spend long hours using smart phones or tablet PCs, taking into account their posture, the distance between their eyes and the device, and the constant switching of their focus from one distance to another.

The idea was to create eyeglass lenses that would enable comfortable and relaxed vision all day long. What they came up with was a new lens design that is more than a single vision lens and yet very different from a progressive lens. Their goal was not only to enable comfortable vision, but also to achieve immediate wearer tolerance and provide excellent visual acuity at a full range of distances – all at a fair and reasonable price. And they succeeded.

How ZEISS Digital Lens can benefit you

- ✓ ZEISS Digital Lens enable relaxed vision and outstanding visual acuity when using smartphones or tablet PCs, making it easier for your eyes to focus.
- ✓ Comfortable close-up vision relaxes your eye muscles while maintaining sharp focus.
- ✓ Quick and easy to get used to, outstanding wearer tolerance, easy adjustment process even for the untrained eye.
- ✓ ZEISS Digital Lens are suitable for all the situations you might encounter during the course of the day – so they eliminate the hassle of switching glasses.

ZEISS Digital Lenses – tried and trusted.

The effectiveness of ZEISS Digital Lenses has been proven in stress tests carried out with smartphone and tablet users. Leaving more than 90 % of all respondents satisfied by reducing symptoms of strained or tired eyes by a factor of 4.

Take the digital Eye Strain Test

Sometimes we don't realize just how much strain our eyes are exposed to over the course of the day. We constantly shift our vision between close-up objects (book, smartphone), mid-range focus (navigation devices, PC) and long-range focus (driving) – and our eyes constantly adapt to these changing circumstances.

With increasing age, the lenses and muscles in our eyes gradually lose their elasticity, reducing our eyes' ability to automatically focus clearly at different distances. The resulting strain and fatigue leads to stress for us and our eyes.

A ZEISS digital eye stress test by your ZEISS eye care professional can show you how stressed your eyes already are and what you can do to tackle the problem.

Find an Eye Care Professional with ZEISS Digital Lens near you.

The ZEISS Online Vision Check

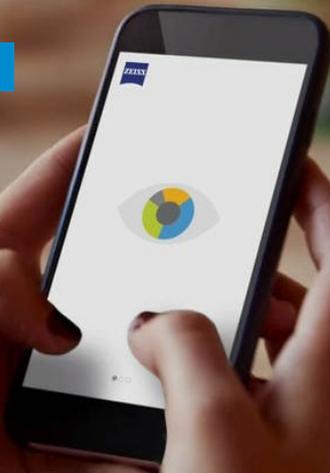
How well do you see contrast and colors? Check your vision quickly and easily here!

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Determine your personal visual habits now and find your individualized lens solution.

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Frequently asked questions on ZEISS Digital Lenses

What exactly are ZEISS



What's the best way of developing eyeglass lenses tailored to our digital lifestyle?

Digital Lenses?

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BETTER VISION

interviewed Timo Kratzer from ZEISS Vision Care to discover more about the development of Digital Lenses

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