ZEISS provides a broad spectrum of progressive lenses for better vision.
Whatever our eyes need in today’s world - ZEISS provides the right progressive lenses solution.

New technology affects our lives every day, and places new demands on our eyes and vision. The new ZEISS Precision portfolio is designed with our fast-changing, increasingly digital world in mind, producing eyewear that delivers sharper, clearer, more precise vision than ever. ZEISS combines precision technologies with advanced personalization to meet the unique visual demands that patients face today.

Learn more about the ZEISS Progressive Lenses portfolio

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**1// Digital devices - viewed throughout the day**

**ZEISS Progressive Lens Precision Pure**

**Optimized for vision demands**

- Digital Inside® Technology
- Pure vision with enhanced performance for the digital world

Learn more
Fast and dynamic eye movements from near to far and back are more frequent than books or other print media.

### 2/ Frames - styles and shapes constantly changing

<table>
<thead>
<tr>
<th>ZEISS Progressive Lens</th>
<th>Optimized for vision demands + frame</th>
</tr>
</thead>
</table>
| Precision Plus         | - Adaptation Control & FrameFit®+ Technology  
|                        | - Precision optics with any frame. |

- Frame styles range from small to large in a variety of shapes
- Not all progressive lenses work well in all frame shapes and sizes

### 3/ Trend: Technology that matches our anatomy

<table>
<thead>
<tr>
<th>ZEISS Progressive Lens</th>
<th>Optimised for the eyes + frame + face</th>
</tr>
</thead>
</table>
| Precision Superb       | - FaceAdapt Technology  
|                        | - Custom-fit to every face and frame |

- Facial anatomy can affect the vision experience through a progressive lens
- Advanced ZEISS technology allows lenses to be optimized for the unique interface between the patient’s frame style and personal anatomy to provide optimum visual performance

### 4/ Personalization - increasingly expected by consumers

<table>
<thead>
<tr>
<th>ZEISS Progressive Lens</th>
<th>Optimized for vision demands + frame + face + activity</th>
</tr>
</thead>
</table>
| Individual 2           | - IndividualFit® & Luminance Design® Technology  
|                        | - Tailor-made to fit the individual’s daily visual priorities |

- Consumers prefer products that are personalized to their lifestyle; a capability now available in progressive lenses
- ZEISS technology allows the lens to be designed based on the patient’s visual priorities for a truly personalized vision experience
All ZEISS Progressive Lenses are powered by Precision Technology.

ZEISS Precision Technology is divided into three pillars:

1/ Clear Optics
ZEISS Precision

Clear vision by designing and manufacturing progressive lenses based on millions of eye and lens measurements from actual eyeglass wearers, precise, point-by-point lens calculation, and patented freeform production methods.

2/ Dynamic Optics
ZEISS Design Philosophy

Outstanding binocular vision in any direction, and fast refocusing in any distance and direction.

3/ Thin Optics
ZEISS Lens Aesthetics

The thinnest, flattest lenses possible in any material without compromising optics.

Products

ZEISS Progressive Lens Precision

Pure
Pure vision with enhanced performance for the digital world.

Learn more

ZEISS Progressive Lens Precision

Plus
Precision optics with any frame.

Learn more

ZEISS Progressive Lens Precision

Superb
Tailor-made to meet all individual requirements.

Learn more

ZEISS Progressive Individual 2

Tailor-made for the individual pattern of vision.

Learn more

ZEISS Progressive Choice

Make the Right Choice

Learn more

GT2 by ZEISS

Proven satisfaction in a progressive lens

Learn more

Related Products
ZEISS is one of the world’s leading manufacturers of eyeglass lenses, and is committed to delivering maximum precision and comfort. ZEISS designs and produces lenses, instruments and measurement systems, as well as retail concepts and technology services that continue to raise the bar in vision care.