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ZEISS Progressive Choice

Make the Right Choice

The ZEISS Progressive Choice series makes it easier than ever to upgrade your patients to a custom vision experience. Using the patented ([> Patent](#)) ZEISS back-surface freeform customization approach, ZEISS Progressive Choice, Choice Plus and Choice Plus V deliver visual performance that ordinary progressives can't equal. With a choice of customization levels and price points, the Choice series gives you the options you need to upgrade every patient to better progressive lens performance.

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ZEISS Progressive Choice Plus

Customized Performance for Every Patient, Every Frame

ZEISS Progressive Choice Plus lenses are customized using our patented ([> Patent](#)) back-surface freeform technology to provide ideal optics for every patient. And with two options – Choice Plus and Choice Plus V – you can either choose the fitting height, or have the corridor sized automatically for the patient's frame.

Up to 40% larger fields of clear vision¹

Ordinary progressive lenses use a small number of base curve designs to meet the needs of all patients. The result is visual compromises for many, including the 70% of patients with astigmatism. ZEISS Progressive Choice Plus lenses are custom-designed for each patient's full prescription, eliminating the compromises of base curves and delivering up to 40% wider fields of view.¹

Design matched to frame size

ZEISS Progressive Choice Plus and Choice Plus V give you two ways to match lens optics to the patient's frame, so you can choose the one that fits your dispensing style:

- ✓ ZEISS Progressive Choice Plus lets you choose from five corridor lengths, optimized for fitting heights of: 13, 15, 17, 19 and 21mm.
- ✓ ZEISS Progressive Choice Plus V automatically expands or contracts the lens design to match the frame, with 0.1mm accuracy, for fitting heights from 13 to 35mm.

Center of Rotation Evaluation technology.

Center of Rotation Evaluation (CORE) technology takes personalization beyond the lens to account for the anatomy of the patient's eyes. Because the eyes of myopes, hyperopes, and emmetropes differ in length, they also have different ocular centers of rotation. If this variable is not taken into account, optical performance will be compromised. Based on new vision research, the improved CORE algorithm calculates center of rotation within 1mm for 99%* of wearers, with no in-office measurement required. You can be confident that all of your patients will receive superior off-axis vision and improved binocular alignment.

ZEISS Progressive Choice

A cut above the ordinary.

How many of your patients are still wearing ordinary semi-finished progressives? Whether the number is large or small, ZEISS Progressive Choice gives you the opportunity to introduce them to a new level of progressive lens performance. With affordable pricing and no additional dispensing requirements, taking vision to the next level has never been easier.

The right corridor length for any frame

Ordinary "standard-corridor" and "short-corridor" lenses are optimized for just one fitting height. As a result, patients with "in-between" fitting heights may experience reduced utility in the reading or intermediate zone. ZEISS Progressive Choice is available in four fitting heights (13, 15, 17, and 19mm) so you can give your patients the right corridor for their diverse frame choices with just one progressive lens.

Up to 30% larger fields of vision¹

ZEISS Progressive Choice uses our patented (> [Patent](#)) back-surface freeform technology to create a design that is optimized for the patients' prescription. This overcomes the limitations of semi-finished base curve designs that create significant visual compromises for many wearers. The result is larger fields of distance, intermediate and near, and consistent high performance across the full prescription range.

Easy to dispense

ZEISS Progressive Choice lenses are fit, measured and dispensed just like ordinary semi-finished progressives. The only difference is superior visual performance.

- ✓ The ZEISS Progressive Choice design optimization process is based on the same information you submit for ordinary progressives: No additional measurements are needed.
- ✓ Verification is easy. The near and distance checking circles will show the prescribed powers.

The benefits for the wearer

ZEISS Progressive Choice Plus

Customized Performance for Every Patient, Every Frame

The benefits for the wearer

- ✓ Wider fields of clear vision compared to conventional progressive lenses
- ✓ Excellent viewing zone balance in any frame
- ✓ Wide selection of materials and treatments, including PureCoat® and ZEISS PhotoFusion

Benefits to your practice

- ✓ More satisfied patients
- ✓ Consistently excellent performance across the entire Rx range
- ✓ Option to specify a fitting height or have the corridor sized automatically for the frame

ZEISS Progressive Choice

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.



Contact us to get started

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[Email](#)

ZEISS Instruments Support

[1-800-201-4143](tel:1-800-201-4143)

Email: VTS-NA@zeiss.com



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For Eye Care Professionals

Our goal is to make you successful

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