



Press Release

ZEISS exhibits at Milan's Fuorisalone event with its "Better Vision"

From 8 to 13 April, sight, the most important sense, features in the Cappellari Space in Milan in the exhibition "The 5 senses", in which ZEISS demonstrates the importance of choosing the correct lenses.

Milan, 04 April 2014

Looking after your eyes is so obviously important, yet often neglected. People too often take it for granted that their eyes can adapt to any situation and lighting condition: sometimes they convince themselves that they can see well until the problem becomes glaringly obvious or until somebody helps them to understand that they could actually see better.

ZEISS, a leading company in the optic and optoelectronic sector, is renewing its support this year for the initiative promoted by GrandesignEtico at the Fuorisalone with "The 5 senses" exhibition. From 8 to 13 April, at the Cappellari Space, on via Cappellari 3 – a stone's throw from the Cathedral – ZEISS lenses, which are distinguished by their high quality, the advanced technology used in the manufacturing processes and the breadth of the range, will represent one of the 5 senses, Sight, during Personalissimo Etico – Three Locations, One Event, organised by the Associazione Culturale Plana. The ethical contents of the projects and products presented in the exhibition represent a shared awareness of contemporary society's demands. This is an awareness that ZEISS demonstrates daily through the attention it gives to visual wellbeing and one that it feels duty bound to transmit to the general public.

For years now the Fuorisalone event has been an unmissable event for many visitors. Milan fills up with millions of people, coming from all over Italy and the world, in search of new ideas and new inspirations, and ZEISS could not fail to be there, inspiring in turn new ways of seeing everything around us with its precision lenses and endorsing the offer of the Dispensing Opticians who have chosen ZEISS as a partner.

Eyesight represents 90% of our sensory experience. This is why choosing the correct lens is essential for the glasses wearer's quality of life. For more than 100 years, this awareness has pushed Carl Zeiss to offer cutting-edge products as lenses for both glasses and sunglasses. They are the lenses of choice of the most prestigious eyewear brands and are better and better adapted to individual requirements like a bespoke suit. From lenses specifically for daily use to sports lenses or fashionable coloured lenses that allow you to always be up-to-date with the latest trends, you can always find the correct lens to obtain a BETTER VISION, safe in the knowledge that you can rely on precision lenses that testify to all the value and optical tradition of the ZEISS brand with a small initial engraved on every lens.



A huge lens accompanied by information panels will be placed in the Cappellari Space, one of the three prestigious locations that will host the Personalissimo Etico event. Inside the location, which is spread over two floors and four display cases, ZEISS lenses will be on display to the general public, presenting the countless possible choices available to obtain visual wellbeing with high-performance lenses even when the eyes are placed under intense visual stress by PCs, Smartphones and tablets, or when sunlight, glare and reflections can compromise visual abilities.

A widespread communication activity throughout the city of Milan will present the initiative in the main stopping and visiting places, such as metro stops, the trade show spaces of the Salone del Mobile in Fiera Rho and through hostesses who will distribute postcards around the city centre, to attract attention and invite as many members of the public as possible to visit the exhibition.

ZEISS has always been attentive to the requirements and visual wellbeing of people with sight problems, and bases its success on four pillars: Excellence, promoted with great expertise, from planning to final testing; Precision, ever-present in all the innovations introduced throughout the company's history; Excellent optical technology, products and services that are based on cutting-edge technologies and quality controls, well beyond the standards imposed; Research and innovation for the development of innovative and increasingly high-performance products, with the objective of offering a better visual quality.

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Carl Zeiss

The Carl Zeiss Group is an international leader in the fields of optics and optoelectronics. The company's nearly 24,000 employees generated revenues of about 4.2 billion euros in fiscal year 2011/12. In the markets for Industrial Solutions, Research Solutions, Medical Technology and Consumer Optics, Carl Zeiss has contributed to technological progress for more than 160 years and enhances the quality of life of many people around the globe. The Carl Zeiss Group develops and produces planetariums, eyeglass lenses, camera and cine lenses and binoculars as well as solutions for biomedical research, medical technology and the semiconductor, automotive and mechanical engineering industries. Carl Zeiss is present in over 40 countries around the globe with about 40 production facilities, over 50 sales and service locations and approximately 20 research and development sites. Carl Zeiss AG is fully owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation). Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany.

Vision Care

As one of the world's leading manufacturers, the Vision Care business group of Carl Zeiss combines ophthalmic expertise and solutions with an international brand. The business group develops and produces technologically excellent instruments and offerings for the entire eyeglass value chain. With around 9,500 employees, the business group is one of the world's leading providers of eyeglass lenses and generated revenue totaling 860 million euros in fiscal year 2011/12.