



Press Release

ZEISS Lenses for the Digital World

Under the product name Digital Lenses, ZEISS is now launching lenses on the market that offer better vision to users of smartphones, tablets, etc. and therefore help prevent eye strain.

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Digital devices are dominating our everyday lives these days, but the human eye was not made for the digital world. Constantly looking at smartphones, tablets and laptops is pure and unadulterated stress for our eyes, particularly in view of the fact that we spend more than five hours a day on average looking at some sort of computer screen. Small screens showing a lot of information in small fonts demand the utmost from our eyes. A new category of lenses, developed by ZEISS, now takes this development into account:

ZEISS Digital Lenses have been specially designed for optimal, comfortable vision in the digital world. "These lenses offer a newly developed, special lens design that offers digital device users clear benefits for better vision and overall wellbeing," says Raymund Heinen, Head of the Vision Care business group.

Relaxed vision the whole day long

The new lenses are particularly suitable for 30-to-40-year-olds. Normally, people in this age group do not yet need to wear progressive lenses. Nevertheless, their vision starts to noticeably deteriorate as their eyes grow older, and adjusting to different distances simply takes more effort. ZEISS Digital Lenses support the work of the ciliary muscle which is responsible for near and distance vision and therefore enable relaxed, comfortable vision the whole day long.

The outstanding feature of ZEISS Digital Lenses is that the field for distance vision is particularly large and the transition to near vision is extremely small. Therefore, it is easier for the eye to switch between distance vision and looking at digital devices, hence guaranteeing relaxed, stress-free vision.



Small screen, great stress

Users look at their smartphones, tablets or laptops for an average of five hours a day. And the trend is accelerating. From 2013, there will be more mobile devices than people in the world.¹ However, the human eye is not designed for the digital world, and constantly looking at digital devices is pure and unadulterated stress for our eyes. Frequent use therefore leads to noticeable problems: 61 percent of users complain about fatigue, 45 percent about dry eyes, just under two-thirds about neck strain and 31 percent about headache.²

Heinen: "These new precision lenses make it possible to avoid most of the problems associated with the use of digital devices." Whether fatigue, dry eyes or neck strain: test wearers of ZEISS Digital Lenses confirmed the fast improvement of these or similar complaints.³ "A stress test among smartphone and tablet users showed that wearers of ZEISS Digital Lenses had four times fewer complaints than persons who did not wear glasses or who wore single vision lenses. In general, over 90 percent of the participants were very satisfied with the properties of the ZEISS Digital Lenses," says Raymund Heinen.

The problem: Our eyes do not only have to focus on a certain near range, but reading on a (small) screen and the fast switch to distance vision also cause additional difficulties. Normally, this type of visual defect does not occur until our mid-forties – a condition that the experts call presbyopia. The reading of small print and recognizing small objects close-up become increasingly difficult – symptoms that can now also be experienced in younger years through the growing use of digital devices because increasing performance is demanded of our eyes due to the constant switch in focus between the screen and the surrounding area.

Lenses for the whole day long

The new lenses can be worn the whole day long, not only when using digital devices. "The ZEISS Digital Lenses are spontaneously accepted by the eye. The familiarization period is very short. Therefore, the lenses are ideal for people who are already wearing single vision lenses or who need their first glasses," Heinen continues. "The switch from the far to the near range is no problem, even for 'untrained' eyes. There is considerably less stress on the muscles of the eye. Burning, dry or tired eyes are now a thing of the past. At long last, our eyes are able to keep pace with the rapid developments in digital technology."

Zeiss Digital Lenses will be gradually introduced internationally from October 2013 and will be available from all ZEISS partner opticians.

¹ ARD/ZDF online study in 2013

² Online survey of around 800 participants from Germany and Austria conducted by IMW-KÖLN, on behalf of Carl Zeiss Vision International GmbH

³ Wearing trial with ZEISS Digital Lenses conducted by Carl Zeiss Vision International GmbH, 2013



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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.