



Press Release

ZEISS Launches PureCoat® PLUS AR – Easy Cleaning for the Life of the Rx

New PureCoat PLUS anti-reflective coating unveiled at Vision Expo East

San Diego, 3 April 2014

ZEISS, the inventor of AR coating, unveiled its new PureCoat PLUS anti-reflective coating at Vision Expo East. PureCoat PLUS builds on the success of the company's original PureCoat® AR with improved hydrophobic performance and durability.

ZEISS PureCoat PLUS is one of the clearest AR coatings available, with residual reflectance below 1%. It is also up to 50% more scratch-resistant than many available AR coatings, helping the lenses retain their clarity and their like-new appearance.

The hydrophobic performance of the original PureCoat has been improved with an even higher contact angle for easier cleaning. More important, tests have shown that the coating retains 97% of its hydrophobic properties over the life of the prescription, significantly higher than other premium AR coatings on the market today.

What this means, according to Claude Labeeuw, Carl Zeiss Vision's Vice President – Marketing, is that PureCoat PLUS will be nearly as easy to clean after two years of wear as it is on the day of dispense. "In the U.S., AR still only has about 30% penetration, so is not yet a habitual purchase for most eyeglass wearers. If the coating's performance has degraded by the time the patient comes back to get a new Rx, the patient will be less inclined to buy it again. With PureCoat PLUS, wearers will still be happy with their coating when they are ready for new lenses, making repeat sales more likely."

PureCoat PLUS replaces PureCoat as of April 7, 2014, and is available on the same range of lens designs and materials.

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ZEISS

ZEISS is an international leader in the fields of optics and optoelectronics. The more than 24,000 employees of ZEISS generated revenue of about 4.2 billion euros in fiscal year 2012/13. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. ZEISS has been contributing to technological progress for more than 160 years. ZEISS develops and produces solutions for the semiconductor, automotive and mechanical engineering industries, biomedical research and medical technology, as well as eyeglass lenses, camera and cine lenses, binoculars and planetariums. ZEISS is present in over 40 countries around the globe with more than 40 production facilities, around 50 sales and service locations and over 20 research and development sites. Carl Zeiss AG is fully owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Vision Care

As a leading global manufacturer, the Vision Care business group is the one of the world's leading manufacturers combining ophthalmic expertise and solutions with an international brand. The business group develops and produces instruments and offerings for the entire eyeglass value chain. In fiscal year 2012/2013 the business group generated revenue of 841 million euros with around 8,900 employees.