



## Press release

### **The future of ophthalmic optics: virtual frame selection with digital twin**

#### **New “Virtual Fitting” module for the ZEISS VISUFIT 1000 platform turns on-screen frame selection into an experience**

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ZEISS VISUFIT 1000 is more than just a device for 3D centering data acquisition. In addition to the centering algorithm, the platform also runs the software for generating a three-dimensional avatar of the eyewear buyer, where users can not only try on frames but also the lenses themselves virtually. The ZEISS VISUFIT 1000 platform will be continuously expanded with additional modules that will enable opticians to further digitalize and expand their business and customer service so they are fit for the future.

The digital, three-dimensional avatar of the consumer forms the basis for this: a digital “twin” created using nine cameras and 45 million data-precise pixels. This is currently being used for the digital, high-precision centering of the lenses in the eyewear frame as well as for frame and lens consultation in specialist opticians’ stores. Different versions that the optician may have available on site can also be compared with each other using photographs. This is a huge advantage especially for people with severely defective vision.

The latest “Virtual Fitting” module now available illustrates what is going to be viable in the future. It opens up new opportunities for opticians who rely on omnichannel marketing – for example the possibility for consumers to use their opticians’ services at home in future.

#### **Virtual Fitting – more choice, less need for stock, modern shopping experience**

Virtual Fitting makes it possible to try on frames – to begin with, at the optician’s premises – even though they are not physically available in the store. The selection is made digitally on your own avatar. This instantly expands the portfolio in specialist optical stores to include numerous colors and models, providing a wider selection for demonstration purposes while at the same time reducing stock levels. To this end, ZEISS is currently working with selected frame manufacturers from its own core markets, whose frames will be included in the program.

Opticians can order frames and lenses directly from ZEISS VISUSTORE in more and more markets, making the ordering process much easier. In addition, the digital centering function means the digital version used on the avatar during the ordering process is as precise as if a version had been physically available in the specialist shop.



What is particularly interesting is that ZEISS has integrated an algorithm that helps with frame consultation. The application automatically generates suggestions for frames that are compatible with head size, face shape, complexion, pupil distance and hair color. This functionality further enhances the shopping experience for consumers. The optician can help them select frames that they might not even have considered before. In this age of online shopping, consumers will feel very comfortable with the wide choice, interactivity and personalized advice.

**In summary, these are the four most compelling of the reasons why the ZEISS VISUFIT 1000 platform and Virtual Fitting are beneficial for the optical industry:**

1. Changed customer behavior: Consumers today generally expect more choice with web browsing, online shopping, etc. To remain competitive and to meet increasing customer demands for frame selection, it is important for opticians to offer access to a wider selection and to adopt buying habits from the digital world.
2. A new shopping experience for consumers: A detailed, three-dimensional avatar and a frame scanned in with high-precision ZEISS instruments, which is then painstakingly graphically edited, testify to professionalism and quality. Consumers will always prefer the high-quality visual display to a low-resolution webcam shot. Because one thing is clear: Virtual Fitting lacks the touch and feel experience, so the quality of the “digital” version must be flawless.
3. Staying on the ball: Virtual Fitting is another step on the omnichannel marketing journey for opticians. In future, additional modules will make it possible for consumers to access their avatar from home and try out the frames from their favorite optician’s virtual catalog.
4. Individuality: What exactly suits me? Or how can I stand out from the crowd? Consumers today demand individualized products. Virtual Fitting, frame recommendation by an intelligent algorithm and personalized consultation by the optician can help to achieve exactly that.

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#### **About ZEISS**

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. In the previous fiscal year, the ZEISS Group generated annual revenue totaling more than 6.4 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2019).

For its customers, ZEISS develops, produces and distributes highly innovative solutions for industrial metrology and quality assurance, microscopy solutions for the life sciences and materials research, and medical technology solutions for diagnostics and treatment in ophthalmology and microsurgery. The name ZEISS is also synonymous with the world's leading lithography optics, which are used by the chip industry to manufacture semiconductor components. There is global demand for trendsetting ZEISS brand products such as eyeglass lenses, camera lenses and binoculars.

With a portfolio aligned with future growth areas like digitalization, healthcare and Smart Production and a strong brand, ZEISS is shaping the future of technology and constantly advancing the world of optics and related fields with its solutions. The company's significant, sustainable investments in research and development lay the foundation for the success and continued expansion of ZEISS' technology and market leadership.

With over 31,000 employees, ZEISS is active globally in almost 50 countries with around 60 sales and service companies, 30 production sites and 25 development sites. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. The Carl Zeiss Foundation, one of the largest foundations in Germany committed to the promotion of science, is the sole owner of the holding company, Carl Zeiss AG.

Further information at [www.zeiss.com](http://www.zeiss.com)

#### **ZEISS Vision Care**

ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The unit is allocated to the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.