



Press Release

German Design Award 2019 for the ZEISS "My Vision Profile" App

Innovative online app from ZEISS honored for a second time

AALEN, Germany, 19. November 2018

The ZEISS web app "My Vision Profile" impressed the jury and won the German Design Award 2019 in the "Interactive User Experience" category, receiving "Special Mention." The award ceremony will take place in Frankfurt am Main on 8 February 2019. The app was developed together with the design company Neue Gestaltung. With My Vision Profile from ZEISS, consumers can analyze their personal visual habits online and learn about eyeglass lens solutions.

A simple, user-friendly design

The app is easy to access via the ZEISS website. My Vision Profile from ZEISS guides the user through four different question categories: Work & Daily Life, Digital Life, General Questions and Mobility. The respondent then receives their own personalized vision profile, eyeglass lens recommendations and a QR code they can store on their smartphone and take with them to an eye care professional.

In addition, part of what makes My Vision Profile from ZEISS so special and what impressed the jury is the app's modern, interactive and, most importantly, intuitive visual design. This not only makes it fun to use, but also helps transform a person's subjective perceptions into objective data.

App connects Eye Care Professional and Consumer

Already 2017, the app was presented with the Red Dot Award for "Communication Design". Since receiving this award the app has been further enhanced and optimized. The app can already be accessed via the ZEISS website in 33 countries. There is also a new feature for eye care professionals: Without any significant technical effort, it is now possible for the eye care professional to customize and embed My Vision Profile from ZEISS on their own website.

Apps like My Vision Profile from ZEISS reflect how digitalization – driven together with and for eye care professionals – plays a central role at ZEISS. For example: the consumer can store their personal vision profile as a QR code on their smartphone and take it to their eye care professional, or send it in ahead of time via email. The data can be seamlessly processed at the



eye care professional's store or practice, providing a basis for the consultation. This also means less work for the eye care professional and provides them with more time and information when speaking to their customers. The consumer benefits as well. My Vision Profile from ZEISS makes eyeglass lenses, a complex product, comprehensible. After answering the questions, the consumer has a better idea which lens solution would be best for them, and how many different factors must be considered when selecting a particular lens. Thanks to the accompanying search function, the consumer can then search for an eye care professional in their area in next to no time. The app guides the consumer from information on a website directly to the eye care professional and supports them in making a decision for customized optimal eyeglass lenses.

German Design Award

The German Design Council has presented the German Design Award since 2012. The goal is to discover, showcase and honor unique design trends. This year, there were 46 jury members. The German Design Council is a foundation created in 1953 on the initiative of the German Bundestag. Today, it supports international industry in consistently achieving brand value via design.

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About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments: Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology. The ZEISS Group is represented in more than 40 countries and has over 50 sales and service locations, more than 30 manufacturing sites and about 25 research and development centers around the globe.

In fiscal year 2016/17 the company generated revenue approximating €5.3 billion with over 27,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Further information is available at www.zeiss.com

ZEISS Vision Care

The strategic business unit ZEISS Vision Care is one of the world's leading manufacturers of eyeglass lenses and ophthalmic instruments. The strategic business unit develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand. ZEISS Vision Care is allocated to the ZEISS Consumer Markets Segment. In fiscal year 2016/17 the segment generated revenue of €1.1 billion with around 9,770 employees.