



## Press Release

### Spend More Time on Consultations

**New ZEISS platform supports eye care professionals in every step of their daily work**

AALEN, Germany, 11 June 2019

ZEISS has launched a unique digital solution for eye care professionals: ZEISS VISUCONSULT 500 is much more than your average patient data management system. It is a platform with an interface to ZEISS devices and instruments; it connects them to one another, helps collect data, assigns this data to the right consumer, calculates the best lens option and supports the consultation process through technology-driven consumer experiences. It can also be easily used to place orders via ZEISS VISUSTORE.

#### **A digital ecosystem**

Today, eye care professionals rely on a host of instruments for data collection, whether for objective and subjective refraction, or centration. A system like ZEISS VISUCONSULT 500 is needed to use these complex instruments easily and correctly assign and evaluate data. The software removes the need to manually input data – which reduces the risk of potential errors, as well as the amount of time spent transferring data between different systems – time that eye care professionals can now dedicate to their customers.

The ZEISS instruments can be managed with ZEISS VISUCONSULT 500 on a computer or an iPad. At the same time, the consumer benefits from a completely new kind of consultation. This is demonstrated by the latest innovation ZEISS VISUFIT 1000, a platform for digitally determining 3D centration data. Running ZEISS VISUCONSULT 500 on your iPad allows you to access the platform; centration data is collected for each consumer while the software can be used to show them a 180° image of themselves wearing different frames. Consultation, system management and data collection are all done in real time using one digital solution.

#### **Delivering an even better service**

ZEISS VISUCONSULT 500 enables individual, technological consultations, which helps consumers to choose the right lenses. These days, more and more people are looking for modern – and sometimes digital – consultations; they become used to them and are attracted by their online functions. In the age of online shopping, ZEISS VISUCONSULT 500 allows eye care professionals to impress their customers instore with digital consultation tools.

Virtual reality can now be used to present different lenses. Consumers can find out about different tints and coatings in a fun, digital way, which brings a complex concept like eyeglass



lenses to life. What's more, individual data that consumers previously provided online via the ZEISS My Vision Profile app can be entered by scanning a QR code, and evaluated together with the eye care professional.

This ZEISS solution offers a comprehensive digital landscape, which makes it easier for eye care professionals to manage their instruments while exuding professionalism and raising consultations to a whole new digital level. Thanks to ZEISS VISUCONSULT 500, even updates for ZEISS devices and instruments are installed automatically and always on time.

VISUFIT 1000, VISUSTORE and VISUCONSULT 500 are registered trademarks of Carl Zeiss Vision GmbH.

**Contact for the press**

ZEISS Vision Care

Maria Conrad

Phone: +49 (0) 7361 591-1378

Email: maria.conrad@zeiss.com

[www.zeiss.com/newsroom](http://www.zeiss.com/newsroom)

[www.zeiss.com/vision-news](http://www.zeiss.com/vision-news)

**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 5.8 billion euros in its four segments Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology (status: 30 September 2018).

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 far beyond the optics and optoelectronics industries. 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 around 30,000 employees, ZEISS is represented in nearly 50 countries, with approximately 60 of its own sales and service companies and 30 manufacturing and development centers around the globe. 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.

For more information, please visit [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 area is part of the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.