

Discover the difference.

ZEISS SmartLife Lenses



Seeing beyond



ZEISS SmartLife Lenses

Today's mobile technology and on-the-move lifestyles are stressing our eyes. Frequent gaze changes to and from smart devices can lead to eyestrain. ZEISS SmartLife lenses are specially designed to support quick and easy peripheral vision for all-day comfort.

www.zeiss.ca/SmartLife



1. Smart Dynamic Optics.

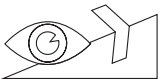
NEW

The latest design optimization by ZEISS.

Smart Dynamic Optics is based on the simulation of binocular vision during dynamic visual behaviour, related to a connected and on-the-move lifestyle (which affects everyone, independent of age).

In summary this entails:

- A sophisticated 3D object-space-model, now also included in the next generation of ZEISS SmartLife Single Vision Lenses.
- New design fingerprints for ZEISS SmartLife Digital and Progressive Lenses.
- Both the 3D object-space-model and the new design fingerprints take the dynamic visual behaviour from near to far into account, which lead to a smoother transition into the lens periphery with less perceived blur. This enables peripheral vision in a natural dynamic interaction, resulting in comfortable vision and ease of viewing in all distances and directions.*



2. Age Intelligence.

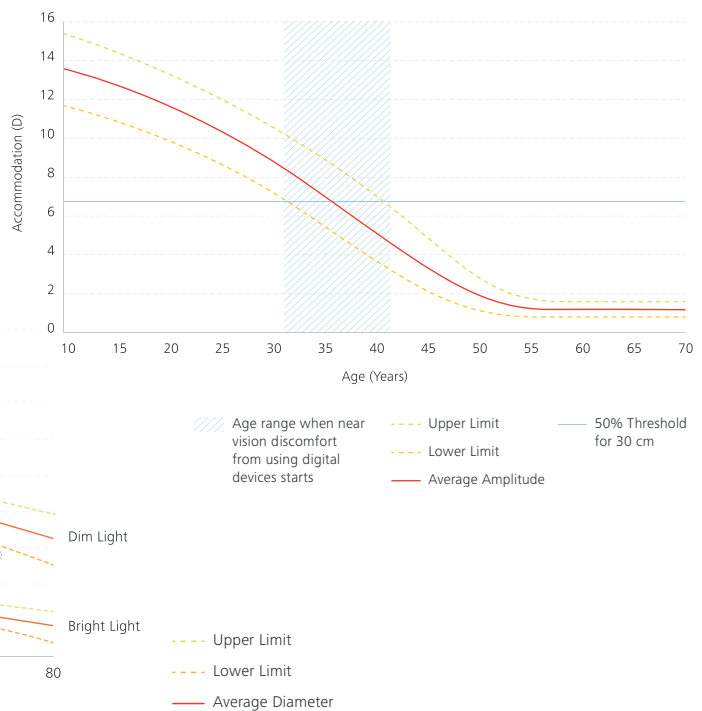
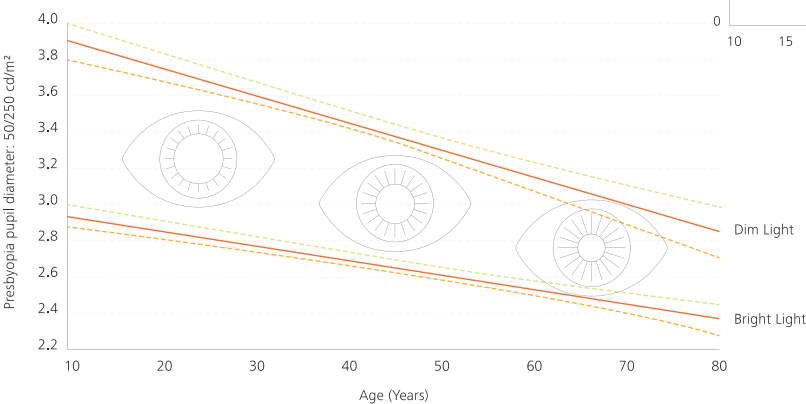
NEW

Luminance Design Technology 2.

Greater clarity for both day and night.

Addressing the evolution of lens wearers' visual needs.

Lenses are adapted according to the eyes' accommodation ability, taking into account that this ability decreases significantly as we age. Therefore different lens types are offered for every stage of life – fulfilling evolving vision needs as people age.



▶▶▶▶ 3. Clear Optics.

ZEISS promise of precision throughout the complete design and production process.

This is achieved with:

- High precision in an advanced lens-eye-system.
- High precision with the point-by-point lens calculation.
- High precision and leading edge in advanced freeform production.

⟩ (‹ 4. Thin Optics.

ZEISS lens aesthetics with the best balance between optics and thin, light lenses.

Enabled by the ZEISS thickness optimization algorithm, thin and lightweight lenses are based on:

- Optima – the ZEISS thickness reduction option.
- Flexible base curve adaptation – for further aesthetic lens optimization.
- Thinning Prism – for Digital and Progressive lenses, an individual thinning prism is applied, based on all given order data.





The new design fingerprint.

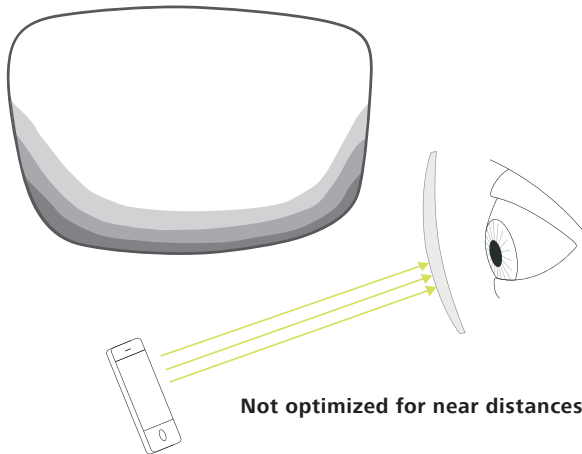
NEW

ZEISS SmartLife Individual SV.

Optical performance in the lens periphery is designed for frequent changes of head and eye position driven by the way we interact with our hand-held devices while on the move. This new design fingerprint provides a smoother transition into the lens periphery with less perceived blur. It facilitates peripheral vision with a more natural dynamic interaction.

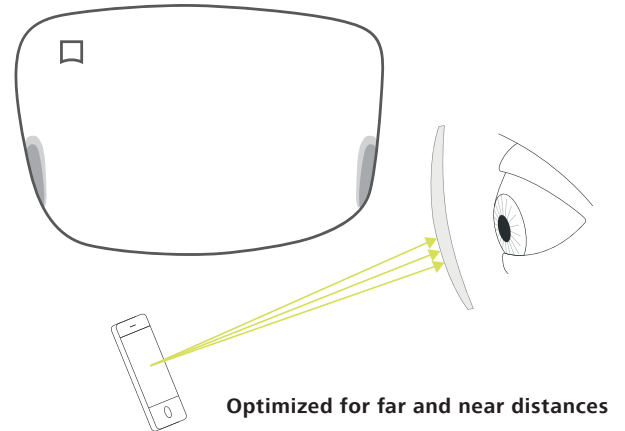
Today's Single Vision lenses.

Today's single vision lenses are mostly optimized for one distance only - mainly far vision. As a result, the lower part of the lenses is not optimized for up-close viewing.



ZEISS SmartLife Single Vision Lenses.

ZEISS SmartLife Single Vision Lenses are optimized for sharp vision across all distances. This optimization results in up to **88%** larger clear fields of view.*



Patient benefits

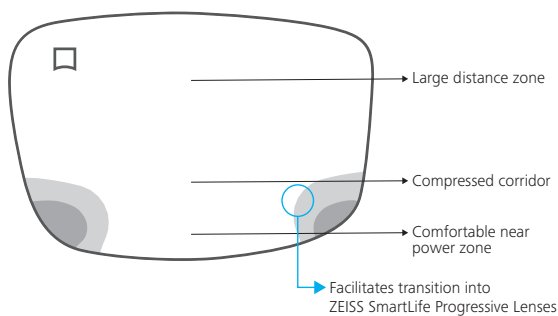
- **88%** experienced relaxed vision at all distances.*
- **94%** experienced ease of viewing in all directions.*
- **9 out of 10** rated the quality of vision with ZEISS SmartLife lenses positive.*

*Data on file.

NEW

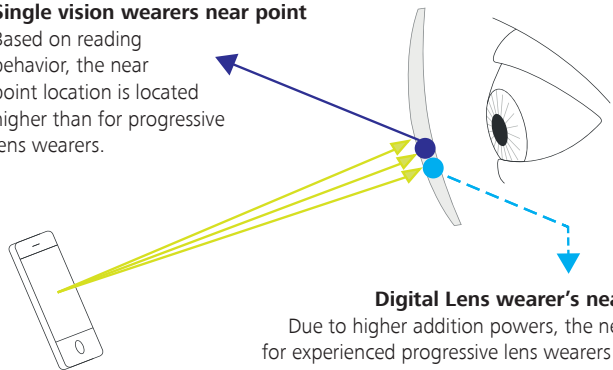
ZEISS SmartLife Digital Lens.

ZEISS SmartLife Digital Lenses are designed for anyone with a connected and on-the-move lifestyle who experiences tired eyes or near vision discomfort. These lenses have a completely new design fingerprint which provides a smoother transition into the lens periphery with less perceived blur.



Single vision wearers near point

Based on reading behavior, the near point location is located higher than for progressive lens wearers.



Digital Lens wearer's near point

Due to higher addition powers, the near point for experienced progressive lens wearers is lower. This provides more comfort in the intermediate zone.

Large distance zone.

SmartLife Digital Lenses have a large distance zone. They support unrestricted horizontal eye movement that is free from blur and distortion.

Compressed corridor.

Single-vision wearers still have accommodation for clear mid-range vision and are used to tilt the head for near vision tasks. Therefore the new lens design has a compressed corridor for ease of viewing in all directions.

Comfortable near zone.

The prescription and the decrease in the amplitude of accommodation of each wearer is different. So ZEISS SmartLife Digital Lens design can be customized to include 0.50 D up to 1.25 D addition power for more comfortable reading.



Patient benefits

- **More accurate** vision at near distances for connected and on-the-move lifestyles.*
- **73%** did not feel strained eyes at the end of the day.*
- **81%** perceived wide fields of comfortable vision for intermediate and near tasks.*
- **3** out of **4** consumers adapted very fast to their new lenses, (within 1 day).*

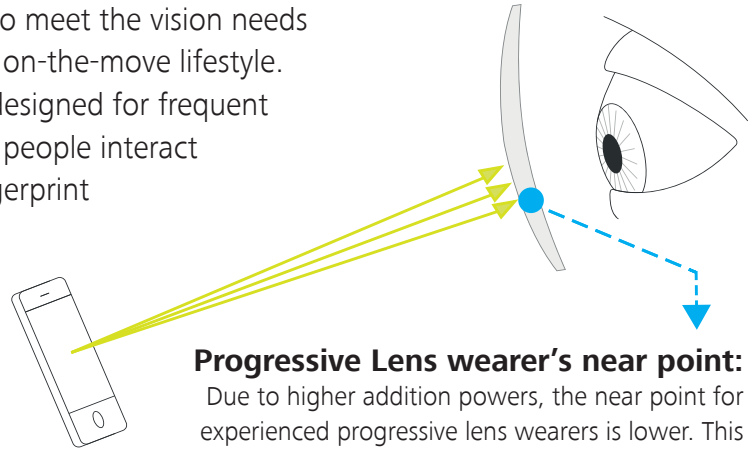
*Data on file.



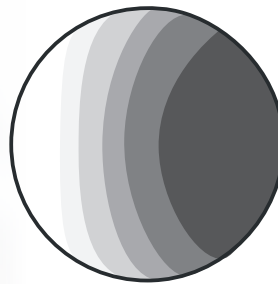
NEW

ZEISS SmartLife Progressive.

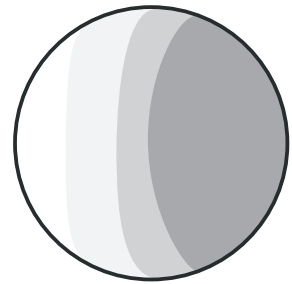
ZEISS SmartLife Progressive Lenses are designed to meet the vision needs of people with presbyopia with a connected and on-the-move lifestyle. The optical performance in the lens periphery is designed for frequent changes of head and eye position driven by how people interact with their handheld devices. This new design fingerprint provides a smoother transition into the lens periphery with less perceived blur to enable peripheral vision in natural dynamic interaction.



Standard Progressive Lens

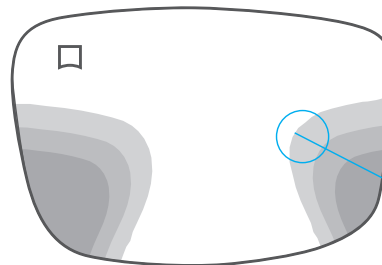


ZEISS SmartLife Progressive Lens



Patient benefits

- **Scientifically proven** to enable peripheral vision in natural dynamic interaction.*
- **4 out of 5** experienced smooth vision from near to far across all viewing zones.*
- **8 of out 10** consumers adapted very fast to their new lenses, (within 1 day).*



Smoother transition into areas with more blur.
Reduced blur compared to current ZEISS Precision Progressive Lenses.

*Data on file.

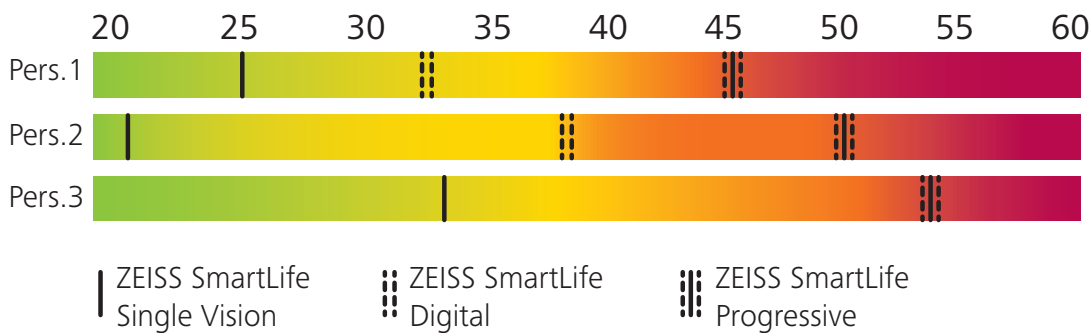
ZEISS SmartLife Lenses.

New technology for the modern world.

In today's connected and on-the-move lifestyle, our visual behaviour is dynamic with frequent gaze changes between various directions and distances. We combined the visual requirements of our modern lifestyle with its related dynamic visual behaviour and the age-related vision needs.

ZEISS Vision Care translated these requirements into a complete premium lens portfolio for a connected and on-the-move life – no matter the age.

The chart below represents a few of the possible stories of other people who will benefit from ZEISS SmartLife Lenses. Only an eyecare professional can determine which type of lens is appropriate for a specific patient of a particular age and the amount of addition power (if any). Some people will not proceed through all lens types. For a person without ametropia, ZEISS SmartLife Digital or Progressive Lenses may be used as their first pair of eyeglasses. Some single vision wearers may transition so suddenly into presbyopia that they skip digital lenses entirely. But as the demands of dynamic connectivity continue to grow, it is ever more likely that many wearers will progress through all three lens types.



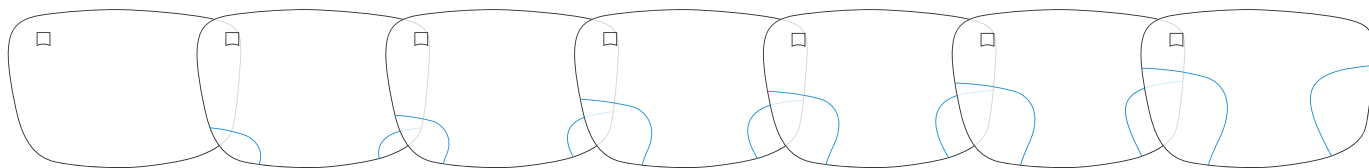
ZEISS SmartLife Lenses will adapt to the visual history of wearers as they age

ZEISS SmartLife Portfolio

	SmartLife Individual SV	SmartLife Digital	SmartLife Progressive Pure	SmartLife Progressive Plus	SmartLife Progressive Superb	SmartLife Progressive Individual
Individual Fit™ Optimization to the individual main daily activities						○
Face Fit™ Technology Optimization to the individual position of wear parameter for full potential of lens zones	○	○			○	○
Frame Fit+® Technology Optimization to the individual position of wear parameter for full potential of lens zones			14mm (S) 16mm (M) 18mm (L)	○	○	○
Digital Inside™ Technology Optimization of the near zone for better reading on digital devices		○	○	○	○	○
Luminance Design™ Technology 2 Optimization based on average light conditions and age-related pupil diameter	○	○	○	○	○	○
SmartView Technology Optimization based on today's connected and on the move lifestyle	○	○	○	○	○	○

ZEISS SmartLife: the smart choice.

The ZEISS SmartLife Lens Portfolio caters to all connected, on-the-move consumers, independent of age – providing clear, comfortable vision to balance their modern lifestyle.



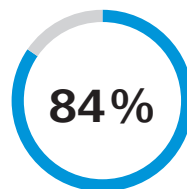
FULL UV Protection in all ZEISS clear lenses



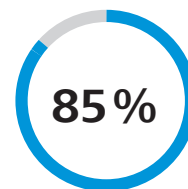
One go-to lens portfolio to address today's consumer needs.

ZEISS's in-depth understanding of visual behavior and visual habits has been incorporated into the design philosophy of the ZEISS SmartLife Portfolio. The portfolio is divided into three categories: ZEISS SmartLife Single Vision, ZEISS SmartLife Digital and ZEISS SmartLife Progressive Lenses, all with further optimization based on age-related visual needs. This complete portfolio serves a wide range of consumers (20 years and up), addressing their visual needs now and in years to come.

A comprehensive consumer acceptance test was conducted by the Aston University's School of Optometry in the UK. Results show a high level of customer satisfaction with ZEISS SmartLife lenses.



Experienced all-day visual comfort to balance their connected and on-the-move lifestyle.*



Experienced ease of viewing in all directions.*

9/10

Rated the quality of vision with ZEISS SmartLife Lenses as positive.*

8/10

Consumers adapted very fast to their new lenses, (within 1 day).*

*Data on file.



ZEISS SmartLife.

Contact your ZEISS representative or visit www.zeiss.ca/SmartLife to learn more.

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Seeing beyond

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