



Press Release

ZEISS EnergizeMe Eyeglass Lenses Provide Contact Wearers a Reprieve from Eyestrain

The First Eyeglass Lens Designed Just for Contact Wearers

Toronto, ON (April 3, 2017) — Historically, conventional eyeglass lenses have not been made to refresh the eyes of contact lens wearers after extended contact lens use, and today's widespread use of digital devices places further strain on the already tired eyes. In response to this unmet need, ZEISS has developed **ZEISS EnergizeMe Eyeglass Lenses**, the only solution in the industry to address the specific vision needs of contact lens wearers.

ZEISS EnergizeMe Lenses are a unique combination of a new lens design with an innovative Digital Inside® Technology and our exclusive DuraVision® BlueProtect coating. They help tired eyes relax and prevent eye strain caused by digital devices. Three EnergizeMe lens options are available to meet the vision needs of virtually any contact wearer:

- **ZEISS EnergizeMe Single Vision Lenses** are ideal for those in their early 20s and 30s. They use a small addition of 0.40D to help tired eyes relax.
- **ZEISS EnergizeMe Digital Lenses** are targeted at wearers in their 30s and 40s who are in between single vision and progressive lenses and have a power boost of 0.65D.
- **ZEISS EnergizeMe Progressive Lenses** are intended for those ages 40 and over who require an add power of 0.75 to 4.00D.

These lenses were developed to adapt to the visual behavior of contact lens wearers, who are used to eye movements rather than head movements while wearing contact lenses.

Each of the three EnergizeMe lens options features ZEISS Digital Inside Technology and DuraVision BlueProtect for optimum comfort and protection from digital eyestrain and blue light.

"For more than 170 years, ZEISS has built a storied tradition of firsts. We have reached yet another milestone by offering the first ever eyeglass lens made specifically for contact lens wearers," said John Dillon, President Carl Zeiss Canada. "ZEISS EnergizeMe eyeglass lenses will allow our customers to optimally serve the vision needs of a very large and important segment of the market. And they have a chance to keep more patients in the practice who would buy their contact lenses online."

The potential for ZEISS EnergizeMe Lenses is strong as 65 percent of contact wearers also enjoy wearing eyeglasses, especially while reading, watching television, and using mobile devices. Research indicates that 92 percent of wearers reported feeling refreshed with ZEISS EnergizeMe Lenses, and 91 percent experienced a reduction in digital eye strain.^(data on file)

As a technology leader and innovator of precision eye care solutions, ZEISS continues to look for ways to partner with eye care professionals to differentiate themselves and grow their practices while best serving their patients.

For more information on the ZEISS EnergizeMe Lenses, go to www.zeiss.ca/pro/energizeme or call 1-800-268-6489.

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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

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 2012/13 the business group generated revenue of 841 million euros with around 8,900 employees.