



INNOVATIVE ZEISS SOLUTIONS FOR MANAGING WIDESPREAD MYOPIA

TORONTO – SEPTEMBER 26, 2018 – **ZEISS**, an international leader in optics and optoelectronics, is announcing the launch of ZEISS Myopia Management Lens Solutions to manage progressive myopia in children, available to Canadian customers effective October 1.

Modern lifestyles and work have increased the frequency of near-sightedness around the world. In 2050, approximately one half of the world's population, i.e. five billion people, could be near-sighted (2). Urbanization and digitalization are the primary causes. Consequently, children are not exposed to enough natural light necessary for healthy eye development – especially in late childhood and adolescence. Without the stimulus provided by natural light – which probably boosts the production of dopamine on the retina – the human eye tends to become myopic. This problem is further exacerbated by school attendance and the extensive use of digital devices, which forces the eye to adapt to near-vision work, i.e. to accommodate a short distance over a long time period. Insufficient exposure to daylight increases the likelihood of developing myopia by a factor of 5, while additional near-vision work can make it almost 16 times more likely.

With **ZEISS Myopia Management Lens Solutions**, a new product portfolio will be available to help actively manage myopia progression, and even prevent its negative effects in children between the ages of 6 and 12, i.e. the critical age for eye development. The portfolio includes two design approaches, available in a broad range of lens materials and with ZEISS PhotoFusion:

ZEISS MyoVision Pro Lenses

Manages myopia progression in a single vision design.



The periphery of the lens is responsible for **myopia control.***

Whereas the central zone provides sharp vision, **correcting myopia.**

ZEISS MyoKids Lenses

Manages myopia progression in a multifocal design and also provides near vision support.



The top half of the lens supplies clear vision in the distance.*

Whereas the bottom active zone simultaneously supports near vision tasks and can help to **reduce myopia progression.***

ZEISS MyoVision Pro is the next evolution of ZEISS MyoVision which was launched in 2012. Effective October 1, it will replace ZEISS MyoVision.

"Both designs – for changing how the image is formed on the peripheral retina and supporting near accommodation – have been scientifically proven to be effective," says Prof. Dr. Siegfried Wahl, Head of the ZEISS Vision Science Lab at the University of Tübingen. "We offer both solutions so that eye care professionals as well as young, nearsighted eyeglass wearers and their parents can select lenses that reflect their personal needs and preference. Going outside every day and taking a break from our phones to look into the distance for good eye development is an absolute must for everyone – including children, no matter where they live."

Please visit www.zeiss.ca/myopiamanagement for more information.



With its 170-year history, ZEISS is unique in the eye care industry as a preeminent optics company, and one wholly owned by a foundation. The company's profits are full reinvested into optical science, research, education and community outreach, and there are no shareholders. Today, approximately 10 percent of the global ZEISS workforce is employed in research and development, working to continuously advance the field of optics.

About ZEISS

ZEISS is a global leader in technology, 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 into four business segments: Research & Quality Technology, Medical Technology, Vision Care/Consumer Products 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.ca

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