



Seeing beyond

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ZEISS VISION CARE CANADA LAUNCHES NEW LENS PORTFOLIO TO ADDRESS TODAY'S ON-THE-MOVE VISUAL LIFESTYLE

TORONTO, ON – Jan. 6, 2020 – ZEISS Vision Care Canada announced today the launch of the [ZEISS SmartLife](#) lens portfolio, new lens design concept that addresses the evolving visual needs and challenges posed by today's digital and busy lifestyle. ZEISS SmartLife is now available to all independent ZEISS eye care professionals nationwide.

Over the past 10 years, the shift towards using technology while on-the-go has profoundly changed the way we use our eyes and resulted in a growing number of eyeglass wearers reporting symptoms of eyestrain, tired eyes, head and neck aches. ZEISS researchers explored this trend to determine how eyeglass lenses could evolve in response to the 21st century digital lifestyle.

The new ZEISS SmartLife lens portfolio is designed around our modern lifestyle with the goal of offering greater all-day comfort. The new portfolio is further fine-tuned by age group and visual requirements to follow our continuum care objective.

"We are proud to announce the launch of our new ZEISS SmartLife portfolio today" said Bryan Rossi, General Manager of ZEISS Vision Care Canada. "Our lifestyles have evolved, and we are constantly on-the-move with our smart devices. We are now able to offer an ophthalmic lens which will meet today's digital visual demands. ZEISS SmartLife offers superior visual comfort and a full continuum of care for patients of all ages. We are excited to hear from our partners and their patients on how ZEISS SmartLife lenses perform in the market."

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.

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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