



## Press Release

### A Unique Eyecare Experience: ZEISS Vision Centre by Leon opens in Canada

Top-class shopping experience combined with exceptional eye care



Bennie Hun, ZVC Sales (left) Paul Tsang, ZVC Manager (middle) Carol Chen, ZVC Sales (right)

Toronto, Canada, 18/June/2020

In June 2020, Leon will open a ZEISS Vision Centre located in Richmond, British Columbia. Customers will be welcomed to an entirely new eye care experience, a contactless practice that offers great care, while at a safe distance. The equipment and the store are both in the signature ZEISS look, as are the high-tech instruments and systems. Everything you see reflects the goal of the visit: to find a perfect pair of glasses.



## **A global success**

The ZEISS Vision Centres are a successful concept that has already been rolled out in over 20 countries across the world. Architect Elmar Gauggel designs the stores and turns each one into something truly unique. He and ZEISS have already been honoured with a host of awards, such as the Best Architects Award 2013 for the ZEISS Vision Centre in Berlin. One part of this holistic approach is the ZEISS Vision Analysis. The eye care professional uses this to determine, through a series of steps, the consumer's personal visual profile and the possible solutions.



## **More than just correction**

At the end of the ZEISS Vision Analysis, the consumer will have spent as much time in eye examinations and lens consultations as they have selecting the frames. The eye care professional will use all this information to find a suitable lens. Today, lenses offer so much more than perfect visual correction. The lenses are equipped with special features to deliver an additional benefit – depending on individual needs. ZEISS offers an industry first with UVProtect and SmartLife. UVProtect raises the standard of UV protection to 400nm and provides sunglass-level UV protection inside all clear ZEISS lens. SmartLife offers a complete lens portfolio which are designed for today's digital world by offering clear and comfortable vision for our connected and on-the-move lifestyle – no matter your age.

ZEISS Vision Centre are owned and operated by the Leon Inc.

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### **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 6.4 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology and Consumer Markets (status: 30 September 2019).

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 of technology and constantly advancing the world of optics and related fields with its solutions. 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 over 31,000 employees, ZEISS is active globally in almost 50 countries with around 60 sales and service companies, 30 production sites and 25 development sites. 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.

Further information at [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 unit is allocated to the Consumer Markets segment and develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand.