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ZEISS Introduces MyoActive in Canada: First Myopia Management Lens Applying Dynamic Signal Theory

ZEISS MyoActive applies Dynamic Signal Theory through patented¹ M.O.V.E. technology.

ZEISS Vision Care is introducing ZEISS MyoActive in Canada, a myopia management spectacle lens for children that applies Dynamic Signal Theory through optical defocus. In the first 12 months of an ongoing randomized clinical trial, children wearing ZEISS MyoActive lenses had, on average, 0.60 D less myopia progression and 0.22 mm less axial elongation than children wearing ZEISS single-vision lenses (NCT06563700).²

ZEISS MyoActive uses patented¹ M.O.V.E. technology to generate dynamic optical signals to reduce adaptation and increase myopia control efficacy. On average, children wearing the lenses showed no progression of clinical relevance: mean progression was -0.23 D per year, below the 0.25 D increment used in subjective refraction.³ In addition, 98% fully adapted to the lenses within one week. Results remained consistent across both six-month periods, supporting sustained performance.⁴

"We're excited to bring ZEISS MyoActive to Canadian practices," said Bryan Rossi, President, ZEISS Canada. "The launch reflects our commitment to myopia management, and we're backing it with education and practical tools that help eye care professionals introduce a new approach with confidence."

Dynamic Signal Theory

The concept behind ZEISS MyoActive lenses builds on a key challenge in myopia management: the eye and visual system can adapt to repeated, uniform optical signals over time. Dynamic Signal Theory addresses this by combining myopic defocus, which provides the biological signal to help slow eye growth, with dynamic signal variation to help maintain retinal responsiveness. In ZEISS MyoActive lenses, this principle is applied for the first time in a myopia management spectacle lens through patented¹ M.O.V.E. technology.

¹ WO 2025/098939 A1

² Two-year prospective, multi-center, double-blind, randomized controlled clinical trial (NCT06563700) by Shanghai Eye Disease Prevention and Treatment Center, China, 2025. Myopic children aged 7-13 years wearing ZEISS MyoActive (N=56) and myopic children aged 7-13 years wearing ZEISS Single Vision Rx lenses (N=56), one-year results as of July 2026, data on file.

³ Mean progression with ZEISS MyoActive <0.25D which is the smallest measurable change in prescription of clinical relevance.

⁴ The ongoing randomised controlled trial (NCT06563700) enrolled 342 myopic children across three sites in China, assigning them to five test spectacle lens (SPL) designs or a single-vision (SV) control Group.



Optical design and myopia management

The front surface of ZEISS MyoActive combines a central clear zone with patented¹ M.O.V.E. technology which stands for Micro Optical Variable Elements. This non-repetitive layout of microstructures creates continuously changing retinal signals as the eye moves naturally throughout the day. As a result, the optical signal remains active and variable rather than static, helping to reduce visual adaptation. The back surface is optimized using ZEISS ClearFocus design. It minimizes hyperopic defocus in the periphery of the lens.

The combination of a central clear zone and a treatment zone with microstructures, together with the specific back surface design, forms ZEISS MyoActive, a myopia management spectacle lens developed for children.

“ZEISS MyoActive brings a dynamic approach to optical defocus and adds another spectacle lens tool to the eye care professional’s myopia management toolbox,” said Amy Chow, Head of Market Development, Myopia and Professional Affairs, ZEISS Vision Care Canada. “Children’s clinical needs and family preferences vary. Our focus is helping practitioners understand the design and the evidence so they can decide where this option fits in the care they provide.”

Part of the ZEISS Myopia Management Collective

With ZEISS MyoActive, ZEISS Vision Care expands its science-driven myopia management portfolio with another highly effective solution designed for children with myopia. As part of the ZEISS Myopia Management Collective, ZEISS MyoActive is embedded in a broader ecosystem of evidence-based products, solutions, and services, grounded in robust scientific research and continuous innovation. This portfolio is designed to guide eye care professionals across the entire myopia journey and enable effective, sustainable myopia management for younger patients.

The clinical summary of the ongoing multi-centre clinical trial can be found on the ZEISS Myopia Insights Hub: <https://www.zeiss.com/myopia/en/articles--insights.html>

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Focus keyphrase
ZEISS MyoActive myopia management lens
Slug SEO

zeiss-myactive-dynamic-signal-theory-canada-launch

Meta description (150-155 characters)

ZEISS launches MyoActive in Canada, the first myopia management lens using Dynamic Signal Theory with patented M.O.V.E. technology and strong clinical results.

(155 characters – optimal Yoast range)

Tags WordPress (EN only)

ZEISS MyoActive, myopia management, Dynamic Signal Theory, M.O.V.E. technology, optical innovation, pediatric myopia, eyecare professionals, optometrists, opticians

Excerpt (EN)

ZEISS introduces MyoActive in Canada, the first myopia management lens applying Dynamic Signal Theory through patented M.O.V.E. technology, supported by strong clinical evidence.

Press Release

ZEISS Vision Care



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 almost 12 billion euros in its four segments Semiconductor Manufacturing Technology, Industrial Quality & Research, Medical Technology, and Consumer Markets (September 30, 2025).

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. ZEISS invests 14 percent of its revenue in research and development - this high level of expenditure has a long tradition at ZEISS and is also an investment in the future.

With over 47,400 employees, ZEISS is active globally in around 50 countries with more than 60 sales and service locations, around 40 research and development facilities, and 30 production facilities worldwide (March 31, 2026). 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

About ZEISS Vision Care

ZEISS Vision Care, part of ZEISS Consumer Markets segment, develops and manufactures comprehensive solutions for the entire value chain of ophthalmic optics. The portfolio includes top-quality eyeglass lenses, partner programs, ophthalmic instruments, services, digital solutions and apps for both eye care professionals and consumers, as well as care products for the eye and beyond. As one of the world's leading manufacturers of eyeglass lenses ZEISS is focused on optimal visual comfort and individualized vision solutions. With a passion for innovation and quality, ZEISS Vision Care is committed to protecting and enhancing people's vision and contributing to lifelong visual health.

Further information at www.zeiss.com/vision-care