



Press Release

Three facts about ZEISS SmartLife which make the eye care professional's life easier

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1) Thanks to the ZEISS Smart Guide complexity now comes with smart packaging

With just three questions discover which lenses could suit the consumer - this is the basic function of the ZEISS Smart Guide. It comes as an easy-to-use analog disk or as a digital version integrated into ZEISS VISUCONSULT 100 and simplifies the introduction to the anamnesis and the discussion with the consumer in the eye care professional's (ECP) premises. The questions are: how old is the consumer? Has he/she particular visual challenges and which is the current lens solution? A suitable ZEISS SmartLife spectacle lens is then displayed.



These three questions in no way replace an anamnesis but form an interactive starting point. If the consumer has to wait for the ECP for a short time he could even operate the analog version of the ZEISS Smart Guide himself, arousing his curiosity. The ZEISS Smart Guide also helps ECPs who have never previously worked with ZEISS to navigate through the ZEISS lens portfolio and find the right product type. Minor uncertainties about possible products and when these can be sold are quickly and easily resolved. For example, ECPs which had very limited contact with ZEISS Digital lenses in the past will see how a product of this type could be a solution for many consumers. And finally, the ZEISS Smart Guide can for example be an excellent support for



trainees right at the beginning of their professional career, helping them start out in the consultation process with certainty.

In the era of professionalized quality and process management, small tools like the ZEISS Smart Guide, combined with the [ZEISS Vision Analysis](#), guarantee a uniform process. A defined process irrespective of which ECP in the shop provides the consultation. The ZEISS Smart Guide reduces the complexity of the eyeglass lens, which is customized to every wearer. Thus, the product and its attributes become more comprehensible for the consumer and also a little bit more comprehensible even for the ECP. If required, the ECP can, of course, continue to go into detail about all the technical aspects of the lens.

2) With just one ZEISS SmartLife thread ECPs reach all consumers irrespective of their age

What does the customer want when he visits the ECP - digital eyeglass lenses with an optimized area for close work and fields of vision customized to suit his lifestyle, or just a single vision lens with these properties? Or simply the best solution for him? Surely the last one. And different product names will not make any difference. This is what is unique about the ZEISS SmartLife portfolio: the ECP has a product name "ZEISS SmartLife" and a related common theme behind the name which can be summarized in short like this:



Today we all share an on-the-move lifestyle but still have different visual needs and age-related challenges. ZEISS SmartLife is the right solution and is adjusted to suit every wearer.

Whether single vision or progressive lenses plays a secondary role. The ECP can, of course develop, supplement and adjust this derivation for a complete portfolio with individualization and upselling opportunities. He can bring individual and age-related factors into play. But in principle he can use ZEISS SmartLife with all his customers. Thus, he will be able to sell a ZEISS SmartLife lens to the 30 year-old programmer as well as the 60 year-old opera-lover.



3) As a result of the principle "new products in known structures," the selection of lenses becomes child's play for the ECP

Over 1,000 products, innumerable possibilities for consumers - this is how the reality of a product catalogue appears. And ECPs agree about one thing: anyone who has become accustomed to a catalogue principle often after a lengthy learning period is now very happy.

To create ZEISS SmartLife the company has retained all the previous well-functioning categories and classifications and has updated everything which has moved onwards as a result of scientific progress and technical innovation. Anyone buying a new car will see many new features which enhance and simplify life. But driving and using the car have remained very much the same. This is exactly the case with ZEISS SmartLife. It is a new generation of eyeglass lenses built on familiar structures. For example, the catalogue still contains the well-established ZEISS individualization steps such as Pure, Plus, Superb and Individual.

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About ZEISS

ZEISS is an internationally leading technology company in the optics and optoelectronics industry. In the previous fiscal year, the ZEISS Group generated annual revenue totaling more than 6.4 billion euros in its four segments, Industrial Quality & Research, Medical Technology, Consumer Markets and Semiconductor Manufacturing Technology (status: September 30, 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, as well as 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. ZEISS brand eyeglass lenses, camera lenses and binoculars are popular, trendsetting products in markets around the globe.

With a portfolio aligned with future growth areas like digitalization, healthcare and Industry 4.0 as well as a strong brand, ZEISS is shaping technological progress and through its solutions is extending the horizon of the world of optics and associated areas. 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 globally active in over 50 countries with around 30 production sites, 60 sales and service locations and 25 research and development facilities. Founded in 1846 in Jena, ZEISS 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 is available at www.zeiss.com

ZEISS Vision Care

ZEISS Vision Care is one of the world's leading manufacturers of spectacle lenses and ophthalmic instruments. The area is part of the Consumer Markets segment and develops and produces offerings for the entire spectacle lens value creation chain which are distributed globally under the ZEISS brand.