

# ZEISS SmartLife Single Vision lenses

The next generation of ZEISS single vision lenses with improved optical performance.



Seeing beyond

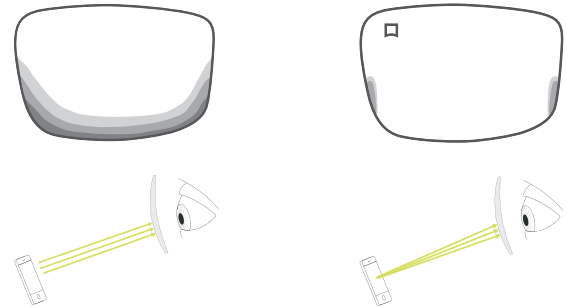
Standard single vision lenses are not optimized for near vision tasks. Now, with new design fingerprints and a state-of-the-art 3D object space model, the ZEISS SmartLife Single Vision lens design is calculated for sharp vision at all distances, especially when lowering the gaze while focusing on near objects.

## Today's single vision lenses

Today's single vision lenses are mostly optimized for one distance only – mainly for far vision. The result: The lower part of the lenses is not optimized for close distances.

## ZEISS SmartLife Single Vision lenses

ZEISS SmartLife Single Vision lenses are optimized for sharp vision in all distances. Especially when lowering the gaze while focusing on near objects. This optimization results in an improved optical performance up to 88% larger clear fields of view.



Not optimized for near distances

Optimized for near distances

## Consumer benefits

- 94% perceived wide fields of comfortable vision for intermediate and near tasks.<sup>1</sup>
- Improved optical performance with up to 88% larger clear fields of view compared to ZEISS single vision spherical and aspherical lenses.

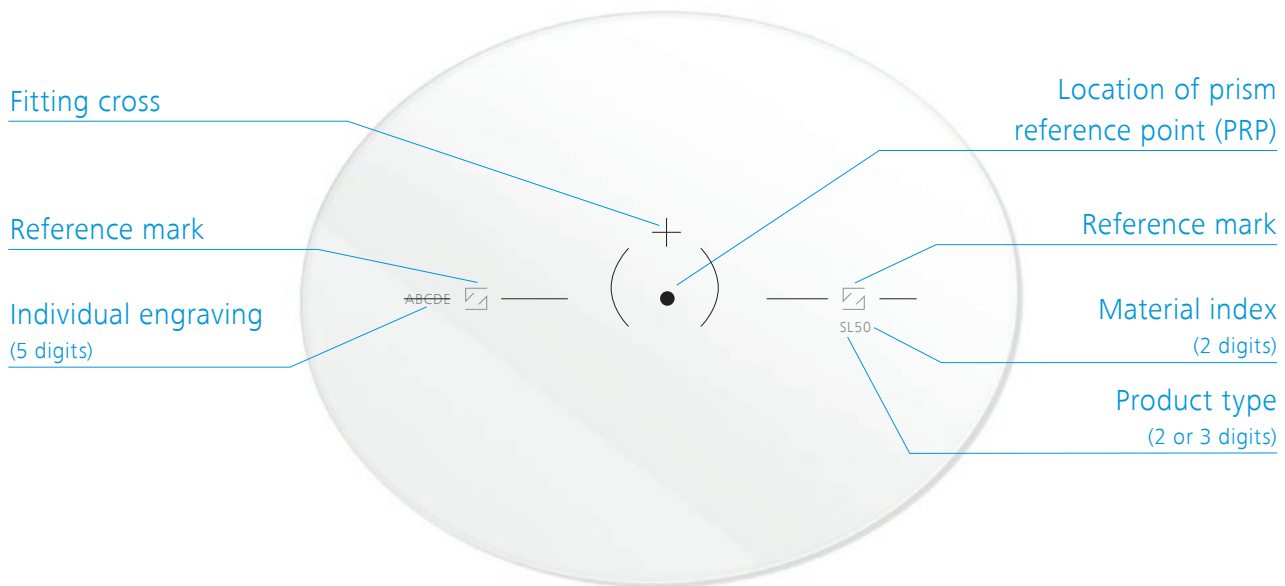
## ZEISS SmartLife Single Vision lens portfolio

The ZEISS SmartLife Single Vision lenses are integrated into the ZEISS Smartlife lens portfolio of single vision lenses, digital lenses and progressive lenses. ZEISS SmartLife lenses deliver effortless and comfortable vision in all distances and directions so your customers can keep moving, whatever their eyes face no matter their age.

	ZEISS SmartLife lenses	
	Single Vision	Single Vision Individual 3
<b>UPDATE: ZEISS SmartView® 2.0 technology</b> Optimized for all day visual comfort for a connected and on-the-move lifestyle.	■	■
<b>UPDATE: ZEISS Luminance Design® 2.0 technology</b> Takes average light conditions and age-related pupil diameter into account.	■	■
<b>ZEISS FaceFit® technology</b> Fitted to the wearer's unique facial anatomy.		■
<b>NEW: ZEISS Intelligence Augmented Design™ (IAD) technology</b> Optimized for the wearer's personal visual behavior and requirements.		■

<sup>1</sup> External consumer acceptance test on the ZEISS SmartLife lens portfolio, n=169 study participants (SV=48, DIG=39, PAL=82). Aston Optometry School, Aston University, UK 2019 (unpublished, data on file).

## Stamp and Engravings



## Order parameters

### Order parameter

		ZEISS SmartLife lenses	
		Single Vision	Single Vision Individual 3
Prescription		•	•
Date of birth		•	•
Physiological position of wear data	Fitting height		• (required)
	Monocular PD		•
	Back vertex distance		•
	Pantoscopic tilt		•
Frame data	Wrap angle		•
	Frame box height (Optima only)	•	•
	Frame box length (Optima only)	•	•
	Distance between lenses (Optima only)	•	•
	Frame shape (Optima only)	•	•

### Nasal Engraving

ZEISS SmartLife Single Vision	SLxx
ZEISS SmartLife Individual 3 Single Vision	VI3xx

### Carl Zeiss Vision Inc.

Customer Service USA: 1-866-596-5467

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