

All-day comfort for today's busy eyes.



Seeing beyond



ZEISS SmartLife Lenses

Today's mobile technology and on-the-move lifestyles are stressing our eyes. Frequent gaze changes to and from smart devices can lead to eyestrain. ZEISS SmartLife lenses are specially designed to support quick and easy peripheral vision for all-day comfort.

www.zeiss.ca/SmartLife

Our visual behaviour has changed, and our eyes have never been busier.

In the past our daily interactions were mainly analog. We read mostly static print media (at a reading distance of around 16 inches) and tended to concentrate on a single visual task for a longer period of time.

Over the last 10 years

The advent of digital devices has affected our visual behaviour in several ways:

- There is a significant increase in downward gazing.*
- Our body posture has also changed while our eyes use new movement patterns.

Today, using digital devices while on the move means we now increasingly rely on our peripheral vision to safely navigate the physical world. Without lenses specially designed for today's dynamic visual behaviours, all the frequent gaze changes can leave our eyes tired and strained.

Digital devices have become an integral part of our lives.

The ability to connect with the world now lies in the palm of our hand. This has become the new normal.

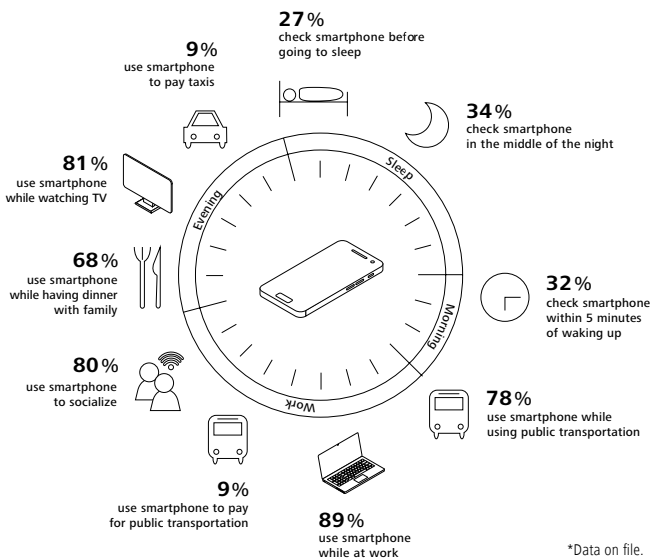
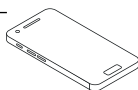
While being constantly connected can be a blessing, it also means that we rarely switch off our devices – **or rest our eyes.**

57% of the world's population is connected to the internet.*



More than 1/2 of the world's population now carries a portable digital device.*

3 Hours 14 minutes per day is what the average person spends on their smart phones.*



Having to focus on digital displays and the world around you all at once increases the visual demands placed on your eyes.

After conducting extensive research on modern habits and visual behaviours, **ZEISS** has developed an entirely new lens portfolio to help all spectacle lens wearers keep up with the times.



ZEISS SmartLife Lenses

set a new standard for personalized vision. They achieve this by addressing each person's unique pattern of vision which encompasses optics, visual habits, and lifestyle.

ZEISS SmartLife Individual SV Lenses.

Our visual needs and challenges also change with age.



The benefits of ZEISS SmartLife Individual SV Lenses:

- **Wider field** of comfortable vision for intermediate and near tasks.*
- Greater range of **clarity** when looking in all directions.*
- **94%** experienced relaxed vision at all distances.*
- All **CLEAR ZEISS** SmartLife lenses include **ZEISS UVProtect Technology**.*

*Data on file.

Sunglass-Level UV Protection in all ZEISS clear lenses

All clear **ZEISS SmartLife** lenses include **ZEISS UVProtect Te**

ZEISS SmartLife Digital Lens.

As the eye grows older, the lens loses its elasticity and the pupils its ability to dilate. This leads to visual needs evolving over time.



The benefits of ZEISS SmartLife Digital Lens:

- **Designed** for more natural head & body posture while reading.
- **More accurate** vision at near distances for connected and on-the-move lifestyles.
- **73%** of Digital lens wearers did not feel strained eyes at the end of the day.

*Data on file.

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ZEISS SmartLife Progressive Lenses.

These lenses are specially designed for people with presbyopia who lead a connected and on-the-move lifestyle.

The optical performance in the lens periphery is optimized for frequent changes of head and eye position associated with the use of hand-held devices. This new design provides a smoother transition into the lens periphery to provide **all-day comfort for today's busy eyes.**



The benefits of ZEISS SmartLife Progressive Lenses

- More **comfortable** digital device usage.
- Most natural vision for both **day** and **night**.
- Up to **50% larger** areas of clear vision.
- Maximum **optical performance** without compromising **frame choice**.

*Data on file.

ZEISS SmartLife: the smart choice.

The ZEISS SmartLife Lens Portfolio caters to all connected, on-the-move eyeglass wearers, independent of age – providing clear, comfortable vision to balance their modern lifestyle.



Take on everything
your eyes face today.

ZEISS SmartLife Lenses

with full UV protection.

Learn more at:

www.zeiss.ca/SmartLife

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Seeing beyond

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