



Press Release

ZEISS EnergizeMe Eyeglass Lenses for Contact Lens Wearers

Contact wearers switch to glasses more frequently than is generally assumed. And today they need glasses optimized for their visual needs and the digital life.

[Place], [DATE]

With ZEISS EnergizeMe the company is launching its first eyeglass lenses specially designed for contact lens wearers. ZEISS EnergizeMe eyeglass lenses help refresh the wearer's eyes after they have removed their contact lenses. This refreshing effect, as reported by test wearers, is primarily based on preventing digital eye strain which can arise from the intensive use of digital media.

The new eyeglass lenses from ZEISS for contact wearers reduce digital eye strain, providing the necessary relaxation after wearing contact lenses through the combination of three different components:

- ZEISS EnergizeMe lens design
- ZEISS Digital Inside Technology
- ZEISS DuraVision BlueProtect coating

Special lens design for contact wearers

"The special EnergizeMe lens design from ZEISS ensures a wide field of vision and makes switching between contact lenses and glasses a breeze," explains [NN, country function] from ZEISS Vision Care. "A usually low addition suitable for the particular age group supports the eyes in near vision and provides the necessary visual relaxation for contact lens wearers' tired eyes – especially in conjunction with Digital Inside Technology." ZEISS Digital Inside Technology is an optimization of the lens design to support the wearer's typical visual behavior in the digital world, i.e. more frequent and faster focusing between near and far. At the same time, Digital Inside Technology accommodates the typical reading distances for print and digital media, enabling clear, dynamic vision. DuraVision Blue Protect from ZEISS is a high-quality protective and anti-reflective coating which also reflects a portion of the blue light emitted from energy-saving lightbulbs, computer monitors and screens on smartphones and tablet computers.

Less digital eye strain thanks to ZEISS EnergizeMe

[NN] explains the preparations for the rollout: "An external wearer trial¹⁾ with 130 contact lens wearers showed that nine out of ten participants perceived a reduction in digital eye strain with ZEISS EnergizeMe. Almost two-thirds of the test persons preferred ZEISS EnergizeMe to other lenses."



[XX, country function] at ZEISS Vision Care adds: "In this respect it is important to know that contact wearers switch to glasses more frequently than is generally assumed." [XX] cites an international survey of more than 2400 contact lens wearers conducted by ZEISS at the end of 2015²⁾. On average, the approximately 600 consumers surveyed in the US, China and Germany wear their glasses for five and a half to over six and a half hours per day – in Italy, the average is almost eight and a half hours. Those surveyed switch to glasses most frequently when using digital media and, in particular but not exclusively, in the evening: this is when more than 70 percent of contact wearers in the US and Germany opt for glasses. The number in Italy and China was 56 and 50 percent. Here contact wearers also choose to wear glasses with increasing frequency during the day and on other occasions.

'Generation &' enjoys switching between contact lenses and glasses frequently

"At ZEISS we talk about 'Generation &' – these are consumers who decide to wear glasses and contact lenses and value these two visual aids equally," says [XX]. He/She is summarizing the results of a study conducted by ZEISS which shows that 65 percent of those surveyed can be

assigned to 'Generation &'. Members of this group are happy to switch between glasses and contact lenses and consider eye health to be of great importance. "Up until now there has not been a product on the market tailored to this target group, and we are looking forward to filling this gap with ZEISS EnergizeMe," says [XX].



Versions and target groups

ZEISS EnergizeMe eyeglass lenses are available in three versions in order to optimally accommodate the diverse needs of different age groups.

- EnergizeMe Single Vision
(for wearers in their 20s or early 30s; addition: +0.4 D)
- EnergizeMe Digital
(for wearers in their 30s or early 40s; addition: +0.65 D)
- EnergizeMe Progressive
(for wearers 40 and up; addition: +0.75 to +4.00 D)

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¹⁾ ZEISS external wearer trial with 130 contact lens wearers and 14 independent eye care professionals in Spain, 2016. Consumer acceptance test.

²⁾ Global ZEISS survey of 2,400 contact lens wearers and 40 eye care professionals in USA, Germany, China and Italy, 2015.



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