

Take on everything your eyes face today.



Age:
30-40

ZEISS SmartLife Lenses
with full UV protection

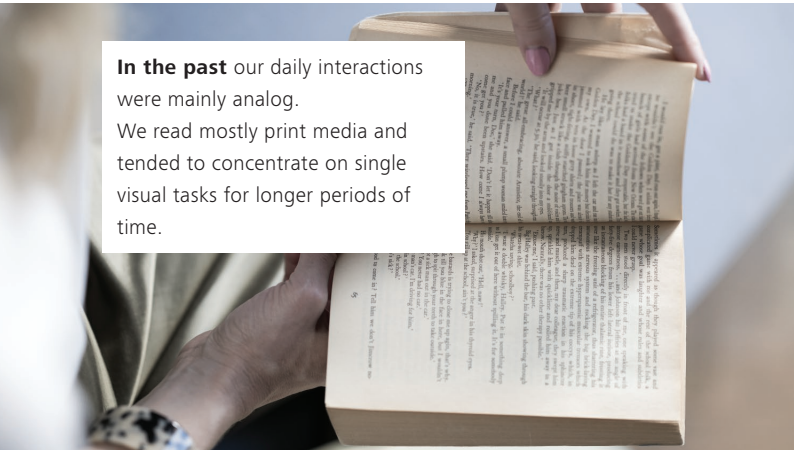


zeiss.com.au/smartlife

Seeing beyond

**Our eyes have never been busier.
Our visual behaviour has changed.**

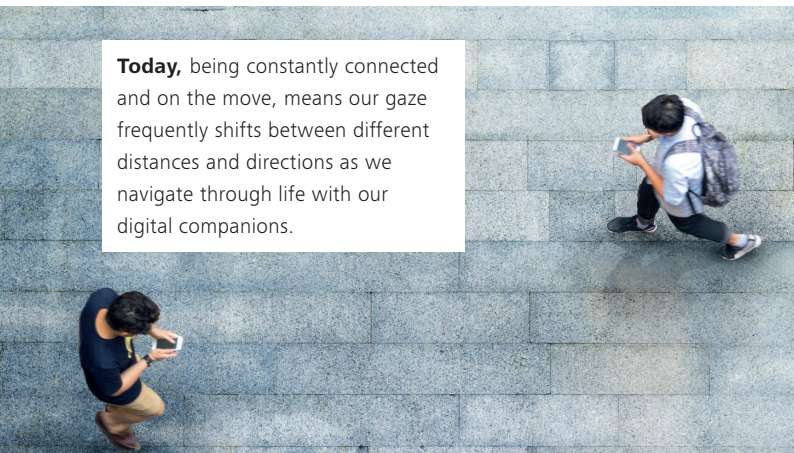
In the past our daily interactions were mainly analog. We read mostly print media and tended to concentrate on single visual tasks for longer periods of time.



Not too long ago, connected devices started becoming a commodity in daily life, bringing with it more information on smaller & higher resolution displays and closer reading distances.³



Today, being constantly connected and on the move, means our gaze frequently shifts between different distances and directions as we navigate through life with our digital companions.



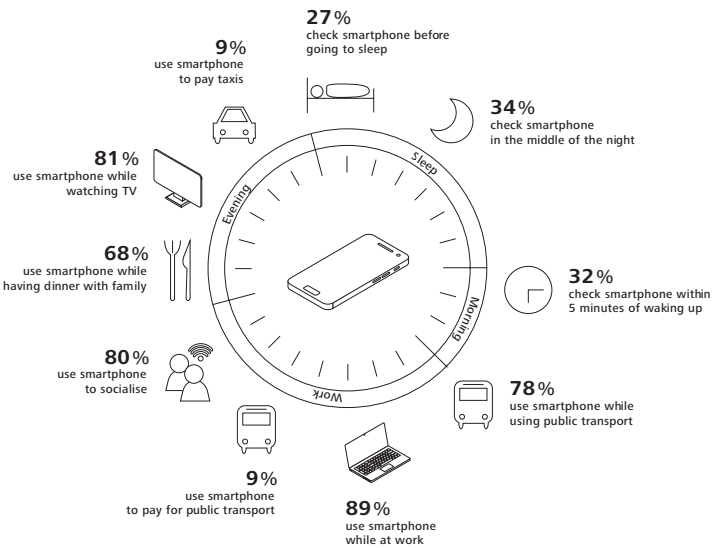
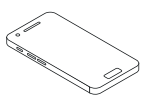
Smart watches, smart phones, smart cars, smart homes...smart technology is an integral part of our daily lives. It gives us the freedom to be flexible and more mobile than ever - we can work, socialise, play and connect wherever we are and whenever we want.

57% of the world's population is connected to the internet.²



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

3 Hours 14 minutes per day is what the average person spends on their smart phones.²



Having to focus on digital displays and the world around you all at once, means there's an increased visual demand on your eyes.

Our visual needs and challenges also change with age.

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

In your 30's, clear vision near and far, and eye relaxation is key. Your eyes might tend to feel tired, especially after a long day of screen-time.

ZEISS SmartLife Lenses

Takes the dynamic visual behaviour related to modern life, as well as your age-related visual needs into account, to provide you with all-day clear and comfortable vision to balance your connected, on-the-move lifestyle.





ZEISS SmartLife Digital

Benefits



Less perceived eye strain at the end of the day ²



More accurate vision at near distances.³



All day visual comfort for your connected and on-the-move lifestyle.²

SmartView™ Technology



Takes average light conditions & age-related pupil diameter into account.

Luminance Design® Technology 2



Optimized near zone for better reading on digital devices.

Digital Inside® Technology



Full UV protection up to 400nm - the same level as premium sunglasses.

UVProtect™ Technology



Optimised lens performance in any frame you choose.

FrameFit® + Technology*

ZEISS SmartLife Digital Individual

All above features plus:



Optimised for faster adaption from old to new lenses.

Adaptation Control Technology



Fitted to your unique facial anatomy for full potential of lens zones.

FaceFit Technology

2. External consumer acceptance test. Aston University, UK, 2019.

3. External performance test on ocular accommodation comparing spherical ZEISS Single Vision Lenses to ZEISS SmartLife Digital Lenses. Aston University, UK, 2019.

* only in Digital Individual



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