

Take on everything your eyes face today.



Age:
40-50

ZEISS SmartLife Lenses
with full UV protection



zeiss.com.au/smartlife

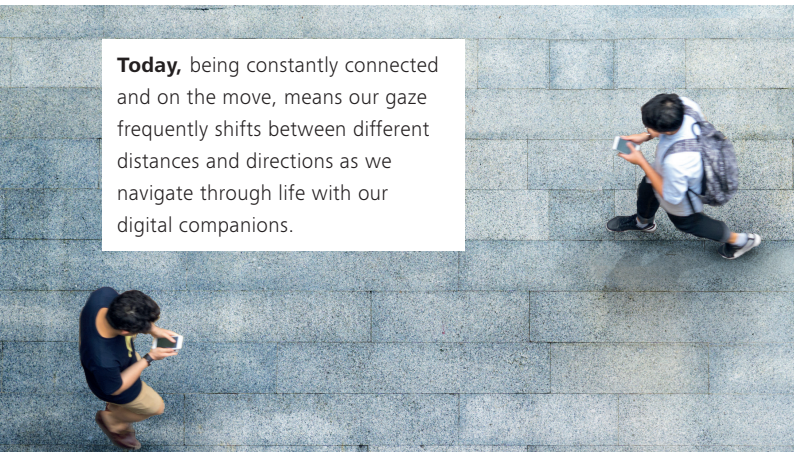
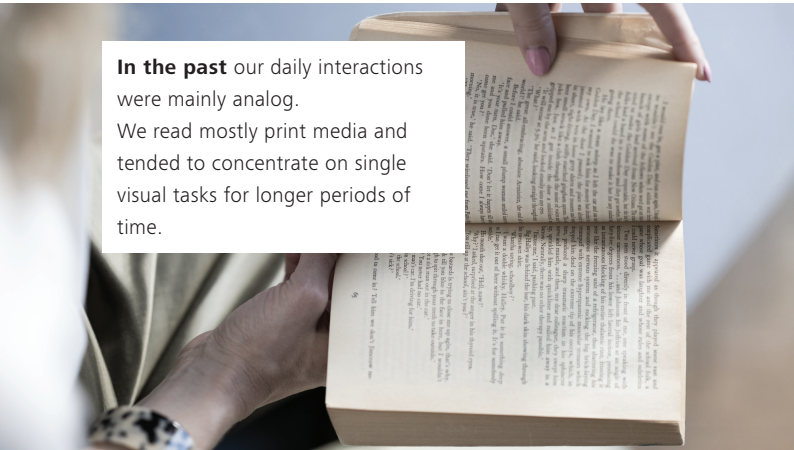
Seeing beyond

**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.



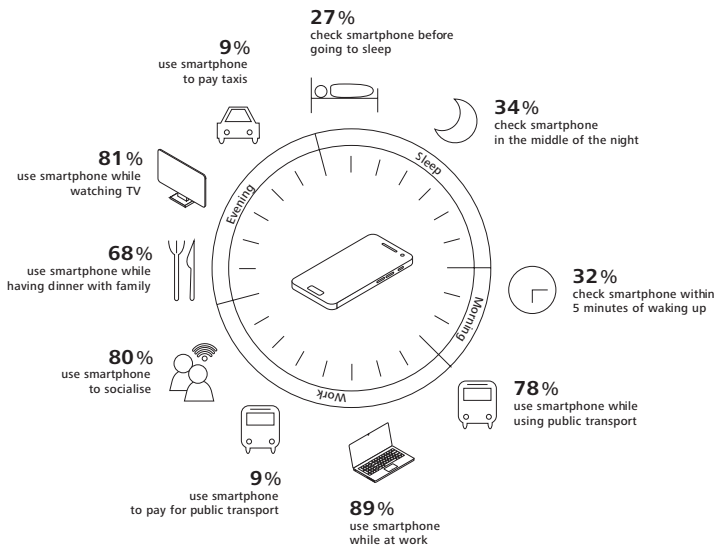
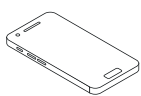
Smart watches, smart phones, smart cars, smart homes...smart technology is an integral part of our daily lives. It gives us the freedom to be flexible and more mobile than ever - we can work, socialise, play and connect wherever we are and whenever we want.

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 pupil its ability to dilate. This leads to visual needs evolving over time.

In your 40's, in addition to tired eyes, you might start experiencing near vision discomfort and need support to focus on close objects. Unnatural body posture when reading can also cause headaches and neck tension.

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 Progressive

Benefits

- ✓ Smooth vision from near to far, across all viewing zones.²
- ✓ Very fast adaptation, within 1 day.²

What's included:	Pure	Plus	Superb	Individual
 <p>All day visual comfort for your connected and on-the-move lifestyle.² SmartView™ Technology</p>	•	•	•	•
 <p>Takes average light conditions & age-related pupil diameter into account. Luminance Design® Technology 2</p>	•	•	•	•
 <p>Optimised near zone for better reading on digital devices. Digital Inside® Technology</p>	•	•	•	•
 <p>Full UV protection up to 400nm - the same level as premium sunglasses. UVProtect™ Technology</p>	•	•	•	•
 <p>Optimised lens performance in any frame you choose. FrameFit®+ Technology</p>		•	•	•
 <p>Optimised for faster adaption from old to new lenses. Adaptation Control Technology</p>		•	•	•
 <p>Fitted to your unique facial anatomy for full potential of lens zones. FaceFit Technology</p>			•	•
 <p>Optimised to your individual main daily activities. IndividualFit® Technology</p>				•

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



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