

# Take on everything your eyes face today.



Age:  
20-30

**ZEISS SmartLife Lenses**  
with full UV protection

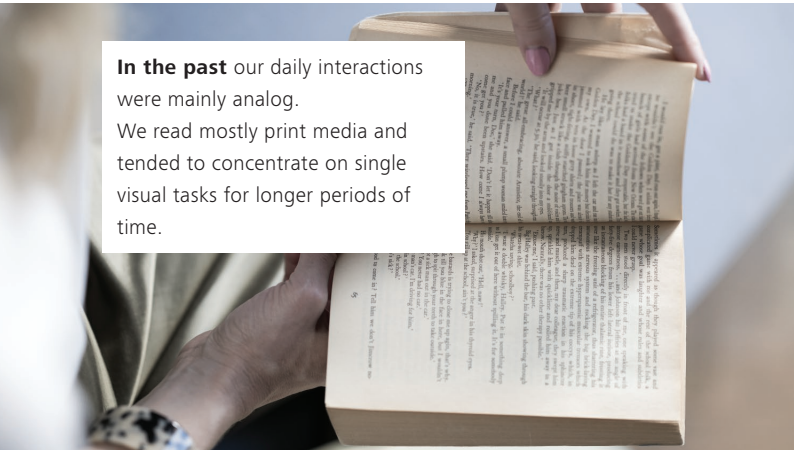


[zeiss.com.au/smartlife](https://zeiss.com.au/smartlife)

Seeing beyond

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

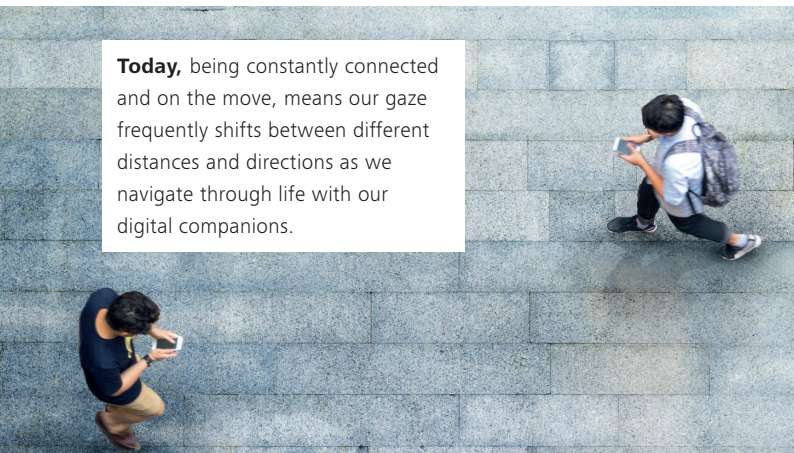
**In the past** our daily interactions were mainly analog. We read mostly print media and tended to concentrate on single visual tasks for longer periods of time.



**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.<sup>3</sup>



**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.



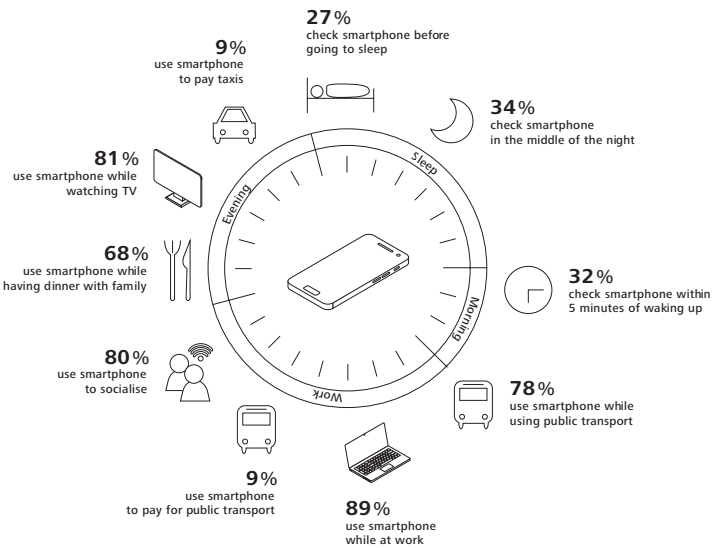
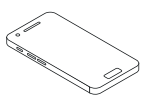
**Smart watches, smart phones, smart cars, smart homes...**smart technology is an integral part of our daily lives. It gives us the freedom to be flexible and more mobile than ever - we can work, socialise, play and connect wherever we are and whenever we want.

**57%** of the world's population is connected to the internet.<sup>2</sup>



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

**3 Hours 14 minutes** per day is what the average person spends on their smart phones.<sup>2</sup>



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

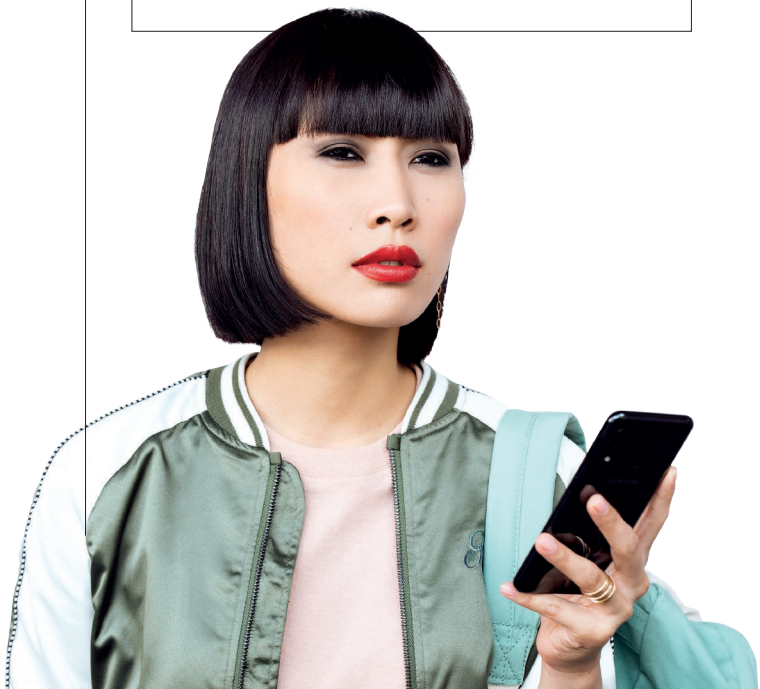
## Our visual needs and challenges also change with age.

**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 20's,** clear vision near and far is key. You might be nearsighted or farsighted and possibly have tired eyes when spending lots of time on digital devices.

### 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 Single Vision

### Benefits



Sharp, clear and comfortable vision.



Up to 88% larger clear fields of view.<sup>1</sup>



All day visual comfort for your connected and on-the-move lifestyle.<sup>2</sup>

SmartView™ Technology



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

Luminance Design® Technology 2



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

UVProtect™ Technology

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### ZEISS SmartLife Single Vision Individual

All above features plus:



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

FaceFit Technology

1. Qualitative analyses by Technology & Innovation, ZEISS Vision Care, DE, 2019.

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





**ZEISS Customer Service:**

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