



A New Experience in Vision

Carl Zeiss: Leading the Eyeglass Sector for 100 Years Zeiss

The innovative strength and optical expertise of Carl Zeiss have played a central role in shaping the eyeglass sector since 1912. In 1903 Ernst Abbe's former assistant, Moritz von Rohr, and the Swedish doctor and subsequent Nobel laureate Allvar Gullstrand started their joint work on applying their scientific knowledge in the field of general optics to the specialist area of ophthalmic optics. The Eyeglass Lenses division was founded at Carl Zeiss in 1912. With Punktal, the company launched a revolutionary new lens design on the market that had been developed on the basis of sound scientific principles. The dynamics of human vision were taken into account for the very first time. Instead of the "tunnel vision" associated with magnifiers, eyeglass lenses now offered unparalleled imagery across the entire lens surface – even when wearers turned their heads, moved their eyes or changed their viewing distance.

In 2005 the company Carl Zeiss Vision emerged from the merger of the listed enterprise SOLA International (USA) with the eyeglass operation of Carl Zeiss (Germany) and, with a workforce of around 9,500 people (FTEs), is one of the world's leading eyeglass lens providers. In fiscal year 2011/2012 the company generated sales of 860 million euros. Headquartered in Aalen, Carl Zeiss Vision has belonged to the Carl Zeiss Group since October 2010 and represents the Vision Care business group.

The Vision Care business group is the only manufacturer to combine ophthalmic expertise with an internationally strong brand. The business group develops and produces technologically excellent instruments and offerings for the entire eyeglass value chain. This includes development, production and distribution of high-quality eyeglass lenses, diagnostic instruments and services such as:

- single vision lenses (glass, plastic),
- multifocal lenses (progressive, bifocal, trifocal),
- filter lenses (sunglass lenses, photochromic lenses, special filter lenses),
- magnifying visual devices (for low vision patients and for use in medicine and technology),
- instruments for refraction (lens prescription, lens centration, precision trial frame),
- eyeglass frames (for adults and children),
- services and marketing solutions for eye care professionals (Experience ZEISS, Relaxed Vision® Center).

The company's customers worldwide include not only eye care professionals, but also optical chains like Fielmann in Germany, store chains like WalMart and brand manufacturers like Luxottica (RayBan), Dior and Gunnar. Carl Zeiss offers customers effective marketing support, professional consultation services for both marketing and promotional activities, an Online Shop and tools for use in consumer consultations such as i.Pad apps and online vision checks.



Carl Zeiss produces over 100 million lenses a year, more than 200,000 orders are processed every day, including more than 90,000 prescription lenses and 325,000 standard lenses a day. With five sites for mass production (Mexico, Brazil, China, Germany and Hungary), three manufacturing locations for sunglass lenses (Italy, Brazil, China), over 45 Rx labs on all continents, four global distribution centers (USA, Mexico, China and Hungary), three regional distribution centers (Brazil, India and Australia), two research sites (Germany, Australia) and around 100 regional and local market stocking points, Vision Care is a global player that operates on roughly 50 markets around the globe.

Two people per second decide to purchase eyeglass lenses from Carl Zeiss. More than 200 million eyeglass wearers put their trust in ZEISS quality. Its success testifies to the company's excellence: The Vision Care business group is one of the world's three biggest eyeglass lens manufacturers.

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Seeing is something very natural and something that we tend to take for granted. For one hundred years now, Carl Zeiss has addressed the challenge of providing its customers with an optimal experience in vision. Our daily work is sharply focused on the wishes and needs of our customers because every eye is as individual as a fingerprint and because individual demands for better vision require individualized solutions.

ZEISS stands out not only because of the functional excellence of its optical products, but also because of its visual appeal. The brand has already received the coveted "red dot" designer award for the third time. Most recently, the 2011 award was given to i.Terminal II™, a system that measures the distances of the eyes from the lenses and frame to the nearest one tenth of a millimeter. This ensures that the wearer can enjoy the "Best Vision Experience."

Dialog plays a central role at Carl Zeiss, and not only within the company itself. Close contact with eye care professionals is an integral and key component of the company's philosophy. After all, it is these customers of Carl Zeiss who are in daily contact with eyeglass wearers. Therefore, dialog based on partnership is an important requirement for solutions that offer the wearer optimal vision and hence also additional quality of life.

This philosophy is also implemented in "Experience ZEISS": this all-encompassing and unique concept assists ZEISS eye care professionals in achieving the highest standards in analytical technology, lens solutions, consultation and in the atmosphere they create in their own business. With a sharp focus on the future, Carl Zeiss also constantly drives the development of innovative solutions in this field.

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