



CZVconnect

the official Carl Zeiss Vision newsletter



Carl Zeiss Vision. A Stronger Partner in Every Way.

December 2008



**NEW Range
ZEISS FSV Lenses
NZA0 Conference
CZV Opens
Innovation Centre
Google Earth
see with ZEISS**



CARL ZEISS VISION



December 08

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welcome



In recent months Carl Zeiss Vision has reviewed the various markets that make up the diverse Asia Pacific region with a view to understanding the specific needs of each market. I am very excited to announce that the Australian/New Zealand Commercial operation now sits under the America's team and the leadership of Fred Howard, President of the America's. The Australia/New Zealand Commercial operations remain unchanged under my responsibility.

The basis for this decision is that the Australian and New Zealand market has far more similarities to North America than any other market in Asia, such as;

- Both markets are mature with customers looking to alternative growth strategies.
- Product and material mix is more aligned with a high penetration of progressives and AR coating. The demand for customised progressives is developing rapidly.
- There is a similar mix of independent ECP's and chain retail.
- Optometry qualifications and customer experience similarities.
- Both markets have Lab Operations embarking on LEAN manufacturing implementation programs, with opportunities to share ideas, best demonstrated practices and resources.

I am also thrilled to introduce you to John Fairbrother who has now joined the Carl Zeiss Vision team in the role of Commercial Director where he will be leading the Sales and Marketing division for Carl Zeiss Vision Australia/New Zealand. John immigrated to Australia in 2006, bringing with him extensive experience in senior sales and marketing roles. John has already hit the ground running and over the next few months will be out in the field meeting many of you and familiarising himself with the optical market.

With 2008 quickly coming to a close, Carl Zeiss Vision is preparing for a busy but exciting first half of 2009 where we will be introducing you to a number of product extensions and preparing ourselves for ODMA Fair 2009.

I would like to thank you all for your continued support throughout 2008 and I look forward to working with you throughout 2009 and beyond. On behalf of Carl Zeiss Vision, I wish you and your families a safe and prosperous festive season. Until 2009...

Best wishes,

Tony Gray

General Manager, Australia/New Zealand



As mentioned in Tony's welcome, the Carl Zeiss Vision Australia and New Zealand commercial operations now sits under the America's team, which we are all very excited about.

Having Australia and New Zealand aligned with the America's division will assist us in continuing to build upon our current market similarities and to bring all ECP's value with even stronger partnerships and product offerings.

Personally, I am thrilled about the prospect of working with the Australia and New Zealand market as I have always had a soft spot for Australia having previously worked in Melbourne for some years.

Mid November saw me take a trip to Australia meeting the Australia and New Zealand commercial operations team. This trip was invaluable providing me with much insight into the Australian and New Zealand markets, having the chance to meet with a number of you.

I am looking forward to connecting more so with the Australian and New Zealand markets going forward, delivering innovative business solutions and products. Carl Zeiss Vision prides itself on its very long rich history and consistent innovativeness, and in these economic times we need to deliver new ways to your advance businesses. It looks like a very challenging yet exciting time ahead.

I look forward to working with all of you throughout 2009.

Wishing you all a safe and prosperous new year!

Best wishes,

Fred Howard

President, The Americas/Pacific

*Have a Merry Christmas
& Happy New Year*



from the team at Carl Zeiss Vision



NEW Range: ZEISS Finished Single Vision



In early 2009, Carl Zeiss Vision will be releasing a NEW range of ZEISS Finished Single Vision lenses.

For over 160 years, ZEISS has been renowned for sophisticated technologies that enhance every aspect of the human experience, giving us a fresh view of our world and ourselves.

Now, ZEISS brings together all of the history, technology and innovation into another dynamic family of lenses – the ZEISS finished single vision lens range.

ZEISS has unparalleled experience in developing products that perform across a range of extreme conditions. The ZEISS Finished Single Vision range is in a quality class of its own – promising optical excellence for natural vision.

Key features that the NEW ZEISS Finished Single Vision range offers:

- Extended ranges in all materials
- 1.67 range goes up to a -4.00 cyl
- Noticeably thinner and lighter across all index's
- Very competitive pricing
- The renowned ZEISS brand - the latest in innovation and technology, offering precision optics and innovation.

According to Mr Tony Gray, Carl Zeiss Vision Managing Director Australia/New Zealand, "The NEW ZEISS Finished Single Vision range offers some very real, unique benefits. The aesthetics of the lenses are superior to any of our other finished single vision lenses, being much thinner and lighter than ever before. The new range is very attractive in many respects and with the ZEISS brand you will always be guaranteed of outstanding optical performance."

The NEW range of ZEISS Finished Single Vision Lenses will be available in early 2009. The product will be readily available and accessible across Australia and New Zealand.

For more information on ZEISS Finished Single Vision Lenses, contact Carl Zeiss Vision on 1800 882 041 Australia or 0505 765 271 New Zealand, or your local Carl Zeiss Vision Territory Manager.

At first sight, every lens looks clear and transparent. Under a microscope, however, minimal opacities, micro particles and streaks make all the difference between premium and poor quality lenses. Branded lenses from ZEISS are in a quality class of their own. Clarity is the byword for premium ZEISS quality – and the guarantee that all of the processes that enable the ZEISS quality have been met:

- Purity of raw materials – with the aid of filter technologies developed by Carl Zeiss, the raw materials are first cleaned before processing in order to remove any inclusions and prevent subsequent opacities or streaks.
- Stringent quality test specifications
- Use of lower tolerance tooling for more accurate powers
- Use of see through power measurement rather than surface power measurement
- Matching of coating design to different base lens materials
- Development competence of the highest level – certified to ISO 9001/2000.

The production of lenses featuring unique ZEISS Clarity quality is the result of "Ultra Vision" competence from Carl Zeiss. This competence is based on the development of lenses for use in extreme conditions in microsurgery, space, camera optics – and on the 160 years of in-depth research conducted by ZEISS into the optimum interaction of the eyes with lenses in optical systems.



LotuTec™ anti-reflective coating ensures optimum vision and easy cleaning.

LotuTec AR coating for optimum visual performance is standard for FSV lenses.

Inspired by a principle from nature, LotuTec offers:

- Clean clear lenses at all times
- Outstanding transparency, comparable with microscopes used in neurosurgery
- Scratch resistance

ZEISS Finished Single Vision Lens Range

LENS DESIGN MATERIAL	COATING	INDEX	DIAMETER	RX RANGE	CYL
1.67 LotuTec Clear	LotuTec	1.67	65mm	+2.25 to +6.00	-2.00 cyl
			70mm	+0.25 to +2.00	-2.00 cyl
			70mm	-12.00 to -6.25	Up to -4.00
1.60 LotuTec Clear	LotuTec	1.60	75mm	-6.00 to 0.00	-4.00 cyl
			65mm	+0.25 to +6.00	-2.00 cyl
			70mm	-8.00 to -6.25	-2.00 cyl
1.50 LotuTec Clear	LotuTec	1.50	75mm	-6.00 to 0.00	-2.00 cyl
			65mm	+0.25 to +4.00	-2.00 cyl
			70mm	-6.00 to 0.00	Up to -2.00
1.50 LotuTec Transitions VI Grey*	LotuTec	1.50	65mm	+0.25 to +4.00	-2.00 cyl
			70mm	-6.00 to 0.00	Up to -2.00

*Available early 2009.

PLS: Performance Lens Series Rx Sunlenses



Carl Zeiss Vision has taken the performance of sunglasses to an even higher level with the new SOLA Performance Lens Series (PLS). The PLS range includes 5 highly specific lens designs, each with a unique polarised filter with spectral characteristics designed to optimise the visual experience of the wearer for particular outdoor activities. PLS lenses come standard in polarised with a flash mirror and anti-reflective coating.



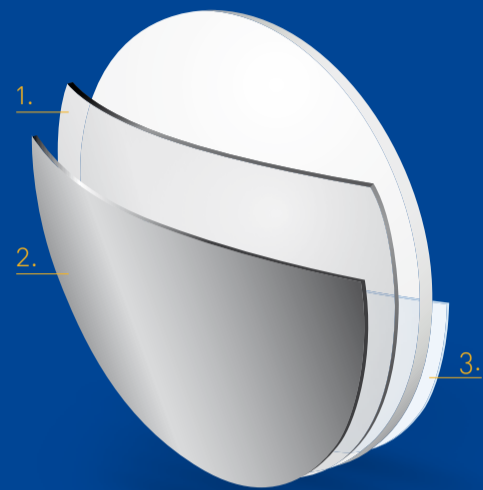
Driver's Seat

DRIVER'S SEAT FEATURES

Designed for speed and motion, ideal for driving, cycling running and more.

Tailored to allow moderate light transmission for sustained comfort and uncompromised visibility in varying conditions.

Lens incorporates 'image intensifier' filters that improve light adaptation during both bright and low light conditions with relative weighting in the mid-to-long range wavelengths.



1. **POLARIZING FILM** eliminates reflected glare, enhances colours, accentuates contrast and improves depth perception.
2. **MIRROR COATING** Reduces overall brilliance of bright light.
3. **AR COATING** An anti-reflective coating on the back surface of the lens removes annoying reflections.

The PLS range offers five distinct lenses specifically designed for outdoor activities for wearers who enjoy an active lifestyle. Available in Single Vision and Spazio for wrap frames.



ACBO continues to provide on-going education

With the ongoing support of Carl Zeiss Vision, the Australasian College of Behavioural Optometrists continues to provide on-going education to optometrists in many areas of vision care. One of the interesting areas of growth in the practice of Optometry is the area of Neuro Optometry.

Recently in Brisbane ACBO presented a two day seminar on Neuro Optometry to about 70 optometrists. Speakers such as Steve Leslie, Daryl Guest, Liz Wason and Leslie Vedelago presented lectures on optometry's role in dealing with patients with neurological issues. The conference also heard from two physiotherapists, an occupational therapist and a speech therapist who discussed the team work involved in rehabilitation. With these diverse viewpoints delegates received insight into the complicated processes of vision, the brain and rehabilitation.

Well known optometric speaker Daryl Guest encouraged delegates to practice techniques of observation and history taking with everyday clientele to improve their examination of the brain injured patient. The non optometric speakers recognised optometry's role in the team approach to rehabilitation. Behavioural optometry has always recognised the complex nature of vision development. The understanding of visual development gained from working with children assists optometrists in dealing with patients with an acquired brain injury.

Delegates were reminded about techniques of examination for patients with a range of conditions such as Parkinsons Disease, head injuries and patients who present with unusual symptoms. Many of the techniques of observation that optometrists use with younger patients can be utilized very efficiently with this group of patients. Behavioural optometrists understand that it is not always possible to rely on what the patient says or their acuity measurement in determining a diagnosis.

The use of lenses and prisms as powerful aids to rehabilitation and function was discussed at length. Optometrists sometimes forget how powerful a lens is in changing how a patient perceives the world around them. Small amounts of prescription change can make a huge difference to patients recovering from a brain injury.

At the Fellowship Award Dinner, sponsored in part by Carl Zeiss Vision, Adrian Bell, ACBO President, was delighted to present 8 Fellowships to ACBO members who had undergone the lengthy process of Fellowship. In all ACBO now has over 60 Fellows worldwide who represent those optometrists who have worked to improve their knowledge and understanding of vision and functional vision problems. The new ACBO Fellows are Paul Brand, John Holmes, Sally Mason, Sarah Sweeney, Louella Varney and Karen Wilson all of whom practice in Queensland. The remaining two new Fellows are Grant Dabb and Paul Dickson from New Zealand.



8 New ACBO Fellows

(left to right) John Holme, Paul Dickson, Sally Mason, Sarah Sweeney, Grant Dabb, Karen Wilson, Louella Varney and Paul Brand

Carl Zeiss Vision at the NZAO Conference

This year 253 delegates and 110 exhibitors attended the 78th Annual NZAO Conference at the Wellington Convention Centre.

The meeting, held on from 2 to 5 October, featured keynote speakers Dr Ron Melton and Dr Randall Thomas whom covered an interesting array of anterior segment conditions, their diagnosis and subsequent management plan, including treatment. The wide-ranging program of lectures and workshops were well received, as were all keynote speakers, including Dr Helen Moriarty and Dr Björn Drobe.

The trade expo was, as always, lively with much activity. Tony Gray - Managing Director Carl Zeiss Vision, Jessica Holdsworth – NZ Sales and Customer Service Manager Carl Zeiss Vision, and Steven Haifawi – Customer Technology Integration Manager Carl Zeiss Vision attended this year's Conference.

The Carl Zeiss Vision stand exhibited the Relaxed Vision Terminal (RVT) as well as the new touch-screen version of the i.Pilot software. Carl Zeiss Vision's dispensing technology is always very popular, with Carl Zeiss Vision's Customer Technology Integration Manager, Steven Haifawi, running through many demonstrations throughout the duration of the exhibition. There were also many questions, interest and positive feedback around the ZEISS GT2 3D progressive.



Steven Haifawi demonstrates the RVT and touch-screen

Jessica Holdsworth has been located in New Zealand for 12 months and in her current role of Sales and Customer Service Manager of 5 months now and found the conference very valuable in meeting many Optometrists that she hadn't yet managed to visit over the last 12 months.

NZAO 2009 will be held at Christchurch Convention Centre from the 15 to 18 of October.



Carl Zeiss Vision attendees -
Tony Gray, Steven Haifawi & Jessica Holdsworth

Carl Zeiss Vision opens innovation centre

At corporate headquarters in Aalen Germany, Carl Zeiss Vision has set up a new European centre for the presentation of ZEISS brand ophthalmic products: the Vision Innovation Centre.

Customers from all over Europe will be able to experience the performance and fascination of the brand and its products for themselves first hand in a highly modern centre. Carl Zeiss Vision's products – from eyeglass lenses to advanced systems for measuring visual defects – can be demonstrated and explained, experienced and tested.

"Ophthalmic products need competence from two sources: firstly, the technological innovativeness and quality of a strong manufacturer and secondly, the care and expertise of an experienced optician. "These two competence areas are combined in the Vision Innovation Center," said Rudi Spiller, General Manager, Carl Zeiss Vision Europe.

In the Vision Innovation Centre customers can learn everything about the latest trends in products and consultation; here, the training offered by the company provides an opportunity to obtain a detailed insight into important aspects and new techniques.

With the opening of the new centre, Carl Zeiss Vision has succeeded in building an optimum bridge to the customer. This centre offers everything one could want as a perfect backdrop for conducting talks with customers.



The official opening of the Innovation Centre with Martin Gerlach, mayor of Aalen (right) cutting the ribbon with architect Elmar Gauggel.

Carl Zeiss Vision staff announcement

Carl Zeiss Vision is pleased to announce the appointment of Jacqui Golding to the position of Sales Manager, Australia/New Zealand Commercial.

Jacqui has been with Carl Zeiss Vision for 3 years, having worked within both the Marketing and Sales areas of the business. Most recently Jacqui held the position of Field Sales Coordinator supporting Carl Zeiss Vision's local Territory Managers with target achievements, training and development.

Jacqui has worked within the optical industry for 11 years, and holds a Certificate IV in Optical Dispensing along with Certificate III in Business (Sales) and a Diploma of Business.

As the Carl Zeiss Vision Sales Manager, Jacqui will be responsible for the Australia/New Zealand Territory Managers to ensure Carl Zeiss Vision continues to support becoming a stronger partner in every way.

Tony Gray, Managing Director, Carl Zeiss Vision Australia/New Zealand said "with the experience Jacqui has in the optical industry and in training and development we are very fortunate to have her in the Sales Manager role where she will bring invaluable skills and knowledge to Carl Zeiss Vision".

"I am thrilled with the opportunity to work closely with our customers to ensure long term beneficial strategies for both our customers and Carl Zeiss Vision. Having worked with the Carl Zeiss Vision Territory Managers over a period of time I know that the team is extremely experienced and very reliable, our people are the key to our success" said Jacqui Golding, Sales Manager, Australia/New Zealand Commercial.



Jacqui Golding
Sales Manager Australia/New Zealand Commercial



Image supplied by the International Diabetes Foundation. Sydney Opera House Lights up for Diabetes Day

World Diabetes Day



This year the 14 November marked the second annual UN World Diabetes Day, the primary global awareness campaign for diabetes. In 2008, the World Diabetes Day theme was diabetes in children and adolescents, and Diabetes Australia is leading activities for the campaign in Australia.

Diabetes is one of the most common chronic diseases of childhood and can strike at any age, including infants and toddlers. Unfortunately diabetes is on the rise in children with more than 200 children being diagnosed with type 1 diabetes every day. In developing nations the situation is much worse with many children dying soon after their diagnoses, mainly because their families cannot afford or access the medication they need to keep them alive.

Diabetes Australia believes that no child should die because of diabetes and is using this year's World Diabetes Day to raise awareness of the seriousness of diabetes and to promote healthier lifestyles to help prevent the increasing incidence of type 2 diabetes in children.

Diabetes Australia is also participating in a global Monument Challenge, where landmarks around the world will light up the skyline in the blue of the diabetes circle, the global symbol for diabetes.

In 2007 the Monument Challenge saw the Eiffel Tower, Empire State Building, Niagara Falls and the London Eye lit in blue for diabetes awareness, and more locally the Sydney Opera House, Flinders Street Station and Parliament House also brought diabetes to light. In 2008, it is hoped that over 500 buildings around the world will turn on their blue lights.

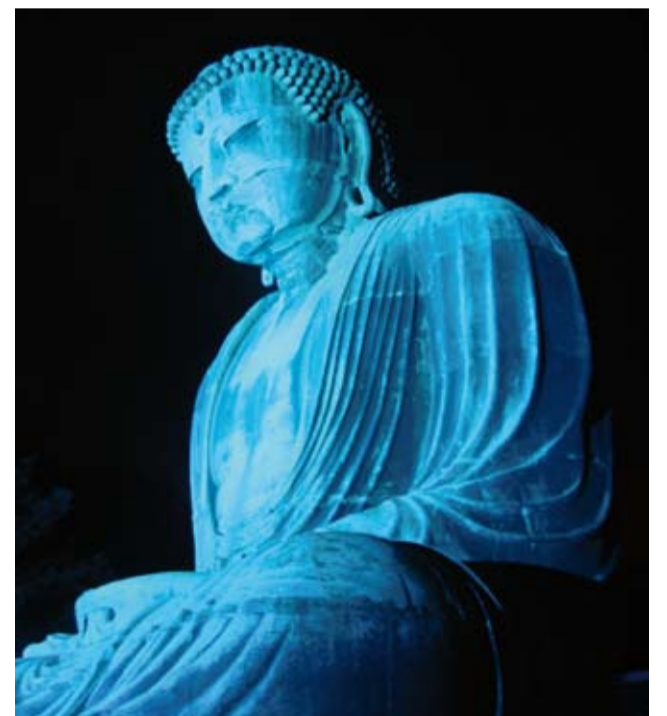


Image supplied by the International Diabetes Foundation. Buddha Kamakura.

Type 1 diabetes is when the pancreas stops making insulin. Without insulin, the body's cells cannot turn glucose (sugar), into energy. To stay alive, people with type 1 diabetes depend on up to four insulin injections every day of their lives. They must test their blood glucose levels several times daily. The onset of type 1 diabetes typically occurs in people under 30 years, but can occur at any age. About 10-15% of all cases of diabetes are type 1.

Type 2 diabetes is the main type of diabetes affecting 85%-90% of all Australians with diabetes. In type 2 diabetes, the pancreas makes some insulin but it is not produced in the amount your body needs and it does not work effectively. Type 2 diabetes results from a combination of genetic and environmental factors. Although there is a strong genetic predisposition, the risk is greatly increased when associated with lifestyle factors such as high blood pressure, overweight or obesity.

To find out more information about diabetes go to www.diabetesaustralia.com.au.

Carl Zeiss Vision Customer Profile Acuity Eyecare



Carl Zeiss Vision Territory Manager, Todd Green, speaks with Steve Dinh and Quent Wain, Optometrists and Proprietors of Acuity Eyecare.

CZV: How long has Acuity Eyecare been operating?

AE: This is our 6th year. We started from 2 practices as Greenfield sites in Doncaster and Gippsland and have now grown to 4 practices.

CZV: What mechanisms have you used to make Acuity Eyecare into what it is today?

AE: We have focussed on networking with general practitioners and other medical specialists with keeping our primary focus on eyecare and a strong emphasis on co-management with ophthalmologists.

CZV: What are the key messages you portray to your patients?

AE: Acuity Eyecare offers personalised care with experienced staff and supply quality eyecare products.

CZV: What do you look for in your business partners?

AE: We look for suppliers who support independent optometry.

CZV: What do you look for in choosing lens products?

AE: We look for lenses which represent quality and value. Patients are not concerned about costs as long as they see value in the products they are getting.

CZV: How important do you think "brands" are in the mind of consumers today? Why do you think this is so?

AE: Branding is very important to consumers nowadays. People associate a particular implied quality to products which carry a certain brand. E.g. people will regard Target as budget and cheap, whereas Hugo Boss is more expensive but very high quality.

CZV: You're leveraging the ZEISS brand with your patients, what type of impact has this had on Acuity Eyecare and what future impact do you think it will have?

AE: Branding tends to be a big issue in fashion frames. When it comes to lenses, our experience is that people are more concerned about the performance rather than the brand of the lens. However many people have heard of ZEISS Lenses and have associated this with quality. The feedback on ZEISS Lenses has been extremely positive.

CZV: What feedback have you received from Patients who you have prescribed ZEISS Lenses to?

AE: The majority of patients have adapted comfortably and quickly to ZEISS Lenses, particularly the GT2 3D multifocals.

CZV: Going forwards, how do you think the ZEISS brand and therefore ZEISS Lenses will assist you in getting the competitive edge that all businesses strive for?

AE: A quality product like ZEISS Lenses will certainly complement a business.



Acuity Eyewear utilising the ZEISS Brand in store.

Google Earth

Google Earth is one of the wonders of the modern world, a technological miracle that affords us a bird's eye view of virtually every square kilometre on Earth.



Since its launch in 2005, Google Earth has become one of the most popular programs on the internet, fully harnessing the power of the web in a quite spectacular way.

Using a combination of satellite imagery and aerial photography, Google Earth maps our planet in minute detail, enabling us to zoom in on everything from world landmarks like Ayers Rock and the Eiffel Tower to the car on your long-distance relative's driveway.

Only the purest images make such a program possible, which is why Carl Zeiss develops and manufactures the special ZEISS camera lenses used for the aerial photography in Google Earth. Working with partners Applinix and Intergraph, ZEISS lenses help to ensure that Google Earth revolutionises the way we see our planet. The world is quite literally at our fingertips.



GT2 3D

Closing the gap between vision and reality.

The progressive lens that enhances your vision like never before.

ZEISS



Key Design Elements

Natural spatial perception

- sharp 3D vision in all distances through perfect alignment of all zones

High spontaneous acceptance

- rapid and easy adaptation
- perfect synchronisation of binocular 3D zones

Large viewing zones

- large and clear distance zone
- well balanced intermediate zone according to physiological requirements, corridor length and peripheral astigmatism
- large and clear near zone with correct power for the wearer's eye path
- up to 40% larger binocular zones than with traditional progressive lens design

GT2 3D

- for frames with a depth of more than 30mm
- minimum fitting height of 18mm

GT2 3D Short

- for frames with a depth of less than 30mm
- minimum fitting height of 14mm

GT2 3D is available in a wide range of materials and indexes.

Ensure optimum vision and easy cleaning. Recommend LotuTec™ anti-reflective coating.

For more information please contact Carl Zeiss Vision customer service or your Carl Zeiss Vision Territory Manager.

Customer Service Centre Australia 1800 882 041 New Zealand 0508 765 271 Email czvacustomerservice@vision.zeiss.com www.vision.zeiss.com.au

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