

CZVconnect

the official Carl Zeiss Vision newsletter



Carl Zeiss Vision. A Stronger Partner in Every Way.

June 2007

ODMA 07 - sneak peek!
ZEISS success in Korea
Compact Ultra a proven performer
Faster orders with RxConnect



CARL ZEISS VISION



June 07

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welcome



The last few months at Carl Zeiss Vision have been exciting. We launched two new progressive lenses - ZEISS Individual® *FrameFit*™ and SOLA Compact Ultra™, revamped our popular customer loyalty program and renamed it the CZV Partnership Program, and launched new websites for Australia and New Zealand.



As well as this, we have commenced processing ZEISS Lenses in our Adelaide lab, including Individual *FrameFit*, making Australia the first site outside of Germany to process freeform ZEISS products. Needless to say, it has been a busy time.

The Compact Ultra launches throughout Australia and New Zealand attracted over 1,000 eye care professionals making it one of our most successful product introductions in many years. The feedback we received during launches was very encouraging with over 300 customers purchasing Compact Ultra in the first four weeks of availability.

ZEISS Individual *FrameFit* was launched in February with a series of workshop style events through Australia and New Zealand. This style of event proved a success with attendees enjoying the interaction and hands-on approach of the sessions.

We're now into month three of the CZV Partnership Program and members are earning more points than ever before with the introduction of ZEISS Lenses and 20% bonus points when ordering electronically through Carl Zeiss Vision with RxConnect. We have received much positive feedback from members about how easy the new program is to use and vastly wider selection of rewards.

In June we will also be opening in Adelaide our brand new freeform processing Rx lab for both SOLA and ZEISS products. The demand for our customised progressives is increasing rapidly, so our new facility and the dedicated staff who operate it will ensure that you experience excellent service.

Last issue I introduced you to Mr Vaidyanathan Srinivasan who joined me as joint Managing Director for the Asia Pacific region in September 2006. I have now taken up an exciting new global role as Vice President, Strategic Business Development which means Sri will now be the sole Managing Director for the Asia Pacific region.

Throughout my time as Managing Director of Asia Pacific I have been involved in a great period of positive change and growth for our business. I've also had the pleasure to make many life long friends. I'd like to take this opportunity to thank you for your support over the years. Please join me in wishing Sri all the best in his role as Managing Director for the Asia Pacific region.

Best wishes,

David Cross

Vice President, Strategic Business Development

Vaidyanathan Srinivasan,

Managing Director, Asia Pacific



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LotuTec™ – the ultimate surface coating for ZEISS Lenses

LotuTec is the AR coating that ZEISS has developed for all plastic lenses. It sets pioneering standards in durability and has been subjected to a series of comprehensive and advanced testing.

In 18 different trials designed to test the coating's resistance to various conditions - from weather and acid to mechanical stress – an experimental equivalent was found and implemented for conceivable everyday situations.

The following 5 examples demonstrate the extremes that LotuTec was subjected to before its market release. The aim of some of the situations to which it was exposed was deliberate destruction.

HEAT EXPOSURE



Lenses were subjected to high temperatures for several hours at a time. Their surfaces were subsequently examined to establish any surface changes, including cosmetic natures, that may have occurred.

LotuTec passed with flying colours.

SALT WATER



Lenses were boiled in a defined salt water solution for some minutes in several cycles. They were then examined for possible surface damage.

LotuTec displayed no signs of detachment during the test duration.

EXTREME TEST: CROSS-HATCHER CUTTER



A razor blade was used to make incisions in the base lens in a criss-cross pattern. Tape was then repeatedly adhered to and removed from the lens in various cycles. The lens was then examined for even the slightest signs of coating detachment.

LotuTec passed with flying colours.

FRICTION EXPOSURE



A cotton cloth was rubbed with a defined force across the lens several times and in several cycles. The lenses were subsequently examined to determine any surface damage that may have occurred along with a measurement made of scattered light.

LotuTec displayed excellent resistance.

WEATHER TEST



Lenses were exposed alternately to artificial sunlight, humidity and different temperatures. An assessment was made of the different climatic influences (humidity, temperature and sunshine) on the coating quality.

LotuTec displayed outstanding qualities during the entire service life.

THE RESULT: LOTUTEC™ KEEPS ITS PROMISE.

Facts and Figures of LotuTec™:

SURFACE AND COATING STRUCTURE

- Pre-treatment and compression through ion bombardment
- Stress optimisation within the coating structure

HARD COATING:

- Optimally adapted to the base lens material and the overall coating structure
- Strengthened by nano-particles

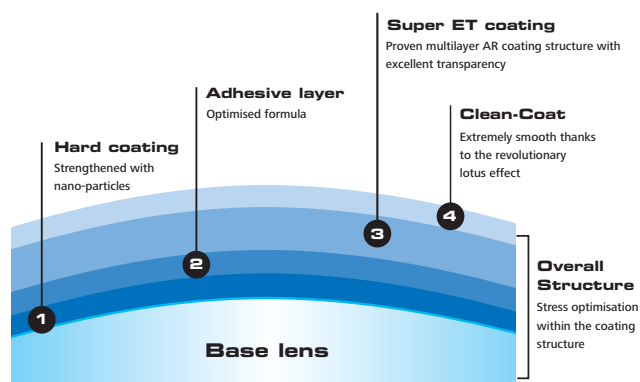
SUPER ET ANTI-REFLECTION COATING:

- Residual reflection with discreet, aquamarine colour
- Very low reflectance
- Excellent transparency

CLEAN COAT:

- Water resistant
- Dirt resistant
- Oil resistant

The perfect multilayer lens coating.

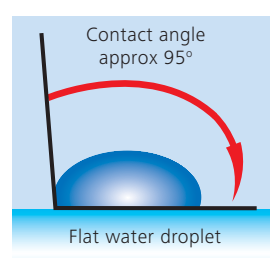


LotuTec™ at a glance: optimum durability through triple optimisation, optical brilliance through the proven AR coating structure and a dirt-repellent surface thanks to the lotus effect of Clean Coat.

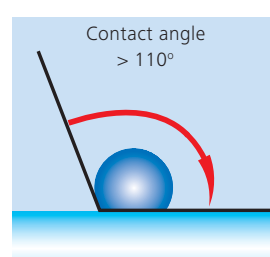
LOTUTEC™ WITH THE LOTUS EFFECT

Patients will appreciate not only the outstanding durability of LotuTec, but also the marked increase in wearing comfort it offers – thanks to revolutionary lotus effect of Clean Coat, inspired by and modelled on nature.

WITHOUT LOTUTEC™



WITH LOTUTEC™



BENEFITS OF LOTUTEC™

FOR EYECARE PROFESSIONALS

FOR PATIENTS



Durability:

- Long service life
- Resistance verified in stringent testing

Attractive selling points:

- Obvious benefits your patients will understand
- Patients are familiar with the "lotus effect" from other products

Competitive edge:

- Tests show that the product quality is better than that of comparable competitors' coating

Easy care:

- Convenient cleaning
- Resistance to dirt
- Clean, clear lenses at all times

Optimum vision:

- Outstanding transparency, comparable with microscopes used in neurosurgery
- Low level of residual reflection

Excellent wearing comfort thanks to:

- Easy care
- Optimum vision

CZV Partnership Program Update

The CZV Partnership Program has now been up and running for over 3 months with many members commenting on the exciting new changes.

Carl Zeiss Vision believes that members are finding the new website, communication and redemption process much more user friendly with 2,166,194 points redeemed in the first 3 months of the program.

Members have also been taking advantage of the new, convenient email notification about points due to expire, and redeeming before the monthly expiry process.

Make sure you have the opportunity to spend your points before they expire! Simply register your email address at www.vision.zeiss.com.au/partnership or www.vision.zeiss.co.nz/partnership and you'll receive important program information that enables you to keep a close watch of your points status.

ODMA Fair Special

Carl Zeiss Vision and Carl Zeiss have teamed up to bring you huge savings on ZEISS instruments. From now until 16 July 2007, every purchase from a range of Carl Zeiss instruments will entitle you to a massive points bonus, and ongoing triple points earnings on ZEISS lens purchases for three months!

The special is simple:

Purchase any ZEISS Instrument that is part of the ODMA Fair Special via your local Account Manager or by redeeming through the CZV Partnership Program.

Carl Zeiss Vision will credit your CZV Partnership Program account with up to 99,990 bonus points*.

Once you have purchased your ZEISS Instrument, Carl Zeiss Vision will also award you with triple points for 3 months on all ZEISS Lens purchases*.

For a full list of instruments available or to obtain further information on this promotion please contact your local Carl Zeiss Vision Account Manager.

If you're not currently a member, you can register by contacting your local Carl Zeiss Vision Account Manager.

*Terms & Conditions apply. Bonus points are worked out as a percentage of the ZEISS Instrument value. Triple points offer is only valid for 3 months after purchase. Please contact local Account Manager for full promotion terms and conditions.

Carl Zeiss Vision
CZV
partnershipprogram

CZV Staff Profile - Noel Goard



CZV: How long have you been in the optical industry?
NG: 32 lnnnnnnnnnnnnnnng years

CZV: How long of have you been with CZV?
NG: 10 years

CZV: What is your current position with Carl Zeiss Vision?
NG: Victorian Account Manager

CZV: What is the most rewarding aspect of your job?
NG: Travelling the country side and meeting lots of new people, then getting home to my cheeky but wonderful little 3y.o. son.

CZV: What three words would you use to sum up Carl Zeiss Vision?
NG: History; Precision; Leaders.

CZV: What challenges do you think the optical industry will face over the next 5 - 10 years?
NG: As deregulation has progressed throughout recent years, so too has the challenge of finding people with the right knowledge and experience to deliver quality and service in a professional manner. This is a problem already, at both wholesale and retail level, and is only going to worsen as time goes by unless we improve our training structures. That is something that is a priority at Carl Zeiss Vision.

CZV: How do you think the optical industry will change in the next 5 - 10 years?
NG: I think the development of "High Definition Optics" will march on and eventually become the "norm". It has enormous advantages in both the optics it delivers and the commercial opportunity it presents to all players in the optical industry.

CZV: Where do you see yourself in 10 years time?
NG: CEO of CZV Global...ha ha ha ha ha. By then my wonderful son Jake will be 13y.o., I will have a 10y.o. son or daughter (due in June this year) and I will be celebrating Richmond Football Club's 3rd premiership in a row!!!

CZV: What do you do in your spare time?
NG: Music. I have been playing in bands for years but at the end of last year decided the touring thing was behind me. I left the band and am going to be recording an album with a guitarist/songwriter mate of mine later this year.

CZV: Favourite Movie?
NG: The Godfather.

CZV: Favourite Band/Song?
NG: David Bowie..."Alladin Sane"

CZV: Favourite TV Show?
NG: House

CZV: What three words best describe you?
NG: Passionate; Stubborn; Family.

Differentiation - RVT success in Korea



Spectacle Village Optometrist is located in Ilsan Korea, an hour from downtown Seoul, and is currently celebrating a 30% increase in sales. There are many optical practices located in this upper-middle class neighborhood with competition for this "ZEISS family practice" being fierce. The key to Spectacle Village's success and increased sales is "differentiation".

Carl Zeiss Vision Korea spoke with Mr Wang, Relaxed Vision Terminal (RVT) ambassador, who turned Spectacle Villages RVT purchase into successful differentiation. The RVT is a centration system that makes a highly precise measurement of where each lens should be positioned in a patient's selected frame to achieve the best level of visual performance.

CZVK: Thank you for taking time to talk to us during your business hours.

WANG: It's my pleasure. Thank you for giving me the opportunity to share my story with other opticians throughout the Asia Pacific region.

CZVK: How many optical practices are there in your local area and what is your strategy for growth?

WANG: There are seven (7) other practices within 300 metres of Spectacle Village! Our strategy is VIP marketing, targeting the upper echelon of Ilsan residence with premium grade lenses. We also aim to increase customer retention.

CZVK: What is your experience with the RVT?

WANG: Overall we have experienced higher customer satisfaction. Customers have expressed several times how relaxed their vision now is.

CZVK: What affects did the RVT have on your practice?

WANG: It has led to a 30% increase in sales of Carl Zeiss Vision lenses, and an enormous decrease in progressive lens warranty claims.

CZVK: What are the benefits of using the RVT?

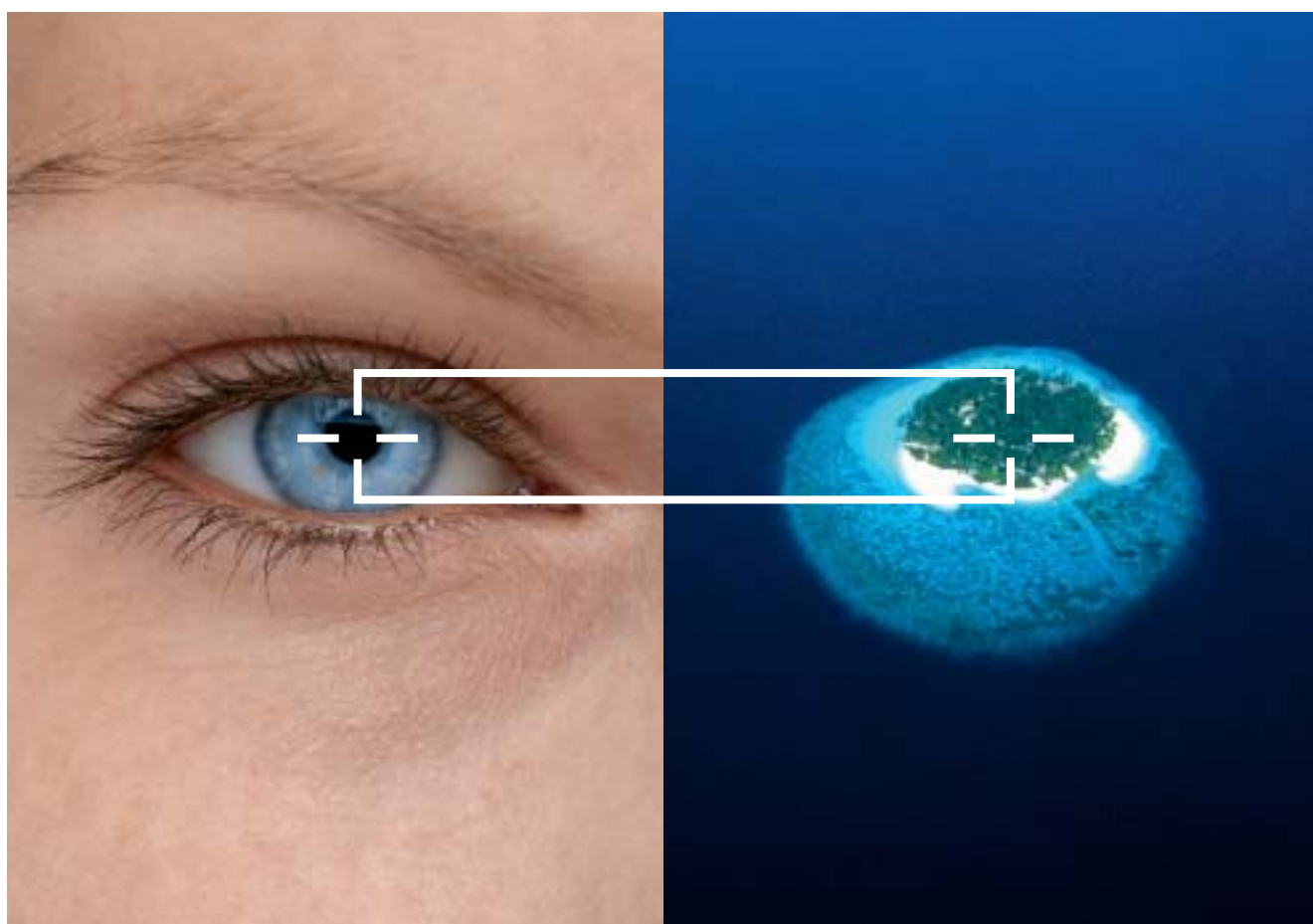
WANG: We have obtained a higher level of trust from customers due to our ability to measure accurate centration, resulting in more comfortable vision. As customers are able to visually see and experience this high end instrument it enables them to be able to differentiate us from other optical practices.

CZVK: How did your staff react to RVT?

WANG: In the beginning we were quite suspicious about it. All our eye care professionals are well trained with PD measurement and we did not expect that this instrument would lead us to sales increases. The biggest concern that we had was using the RVT during busy hours when many customers walk in at the same time. Unexpectedly, the infamous busy Korean customers enjoyed the interactive experience of the RVT, despite the dispensing process being slightly longer.

CZVK: Would you recommend the RVT to other opticians?

WANG: Yes. Whilst it takes a little more time to go through the measurement process and a little more effort to develop the sales script, the benefits of the RVT far outweigh the slightly longer process. By using the RVT we found that the higher lens price of ZEISS Lenses was easily justified and we made our customers feel special - these points make the life of an eye care professional simpler.





"I'm wearing Compact Ultra 1.6, they took me about an hour to adjust to them (including using them for the computer), they are great!"

Julie from Russell & Jones in Coffs Harbour

Compact Ultra now a proven performer in small frames

During March 2007, Carl Zeiss Vision launched a new SOLA progressive lens – Compact Ultra, the first progressive lens that can be dispensed with a minimum fitting height as low as 13mm.

Over 50 launch events were held around Australia and New Zealand with audiences having the opportunity to learn about the benefits of Compact Ultra which now makes ultra small frame selection so much easier for practitioners and consumers.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand, said "Over 1,000 eyecare professionals attended the launch events, making it our most successful product introduction for many years. Audiences were genuinely impressed with Compact Ultra's substantial reading area, even in frame designs that only allow for a fitting height of 13mm to 17mm".

"From retail research we have conducted on the prevalence of small frames in practices, we believe Compact Ultra is the lens that eyecare professionals have been waiting for. Initial sales of Compact Ultra and the positive feedback we have received to date indicate that this market is really looking for a high performing small frame progressive lens" said Mr Tony Gray.

Carl Zeiss Vision has received a number of positive comments about Compact Ultra since launch, including the following:

"I feel like I am wearing a plasma TV (which is a good thing vision wise I think)!"

Bonollo from National Pharmacies Optical, Middle Brighton

"For my first pair of progressive lenses I was pleasantly surprised, I got everything in from distance to near. I also adapted to them really easily."

Jamie from Optical Superstore, Morayfield

Compact Ultra is specifically designed to offer outstanding optics in small and ultra small frames, featuring a 9mm corridor and 13mm fitting height – the lowest recommended minimum fitting height of any leading short corridor progressive lens.

Compact Ultra is available in a complete range of semi finished lens materials, including Finalite 1.60, Polylite 1.59

and Hard Resin 1.50. All material indices are available as clear and Transitions® lens options.

In addition, Compact Ultra HD (freeform) is available in Hiperlite 1.67 and Finalite 1.60 clear and Transitions® lens materials. As a freeform progressive lens design, Compact Ultra HD offers wearers the best possible visual clarity.

For further information on Compact Ultra™ or to find out how to order some Compact Ultra point of sale materials please contact Carl Zeiss Vision Customer Service on 1800 882 041 or your Local Account Manager.



SOLA



We'll see you at ODMA 07!

ODMA 2007 is just around the corner, and we've been busy putting the finishing touches to our plans.

Stop by for a coffee and catch up with your local Territory Manager, who will be able to show you the latest on offer from Carl Zeiss Vision. As well as SOLA Compact Ultra and ZEISS Individual FrameFit (our new progressive lens designs), we're very excited to be able to present some of our dispensing tools. You'll have an opportunity to see the SOLA i.Pilot lens dispensing system and the ZEISS Relaxed Vision Terminal "in action". All technology will be set up just as it would be in practice, so you'll have a chance to see how it could run within your business.

As always, there is the potential for a few surprises on the stand – but you'll have to stop by to see what they are all about! You'll find us at stand 419 – we look forward to seeing you there.

Here's a sneak preview at our 2007 ODMA stand:



Carl Zeiss Vision Staff Update



Carl Zeiss Vision is pleased to announce the appointment of Todd Green to the position of Territory Manager Victoria/Tasmania. Todd will be based in Melbourne and commenced work with Carl Zeiss Vision on May 14.

Todd comes to Carl Zeiss Vision from Transitions Optical, where he most recently held the position of Business Development Manager for Australia and New Zealand. A qualified optical dispenser, Todd has over 16 years experience in the optical industry, having spent time managing flagship OPSM stores in addition to his Transitions experience.

"I have been given a fantastic opportunity to work with a world class company and I'm looking forward to making a substantial contribution to the Carl Zeiss Vision team. Building a strong relationship with Carl Zeiss Vision customers, so I can add value to their businesses, will be my first priority," said Todd Green, Carl Zeiss Vision Territory Manager Victoria/Tasmania.



Ordering Lenses – RxConnect the fastest and most efficient way

Carl Zeiss Vision recognises that offering good reliable, consistent service is critical to developing strong relationships with its customers. This is the reason why Carl Zeiss Vision developed RxConnect – the eyecare professionals’ fastest, most efficient method of ordering lenses through Carl Zeiss Vision. Using RxConnect to place lens orders can effectively reduce time, courier costs, additional overheads and edging costs for eyecare practices.

RxConnect is a Windows based remote lens ordering system that allows eyecare professionals to send both prescription details and an electronic frame trace - eliminating the need to send frames. It also enables you to order and receive lenses that will be ready to fit into the patient’s frame.

Orders received electronically are entered into Carl Zeiss Vision’s system and begin production within minutes.

RxConnect allows you to transmit orders 24 hours a day, with jobs being immediately processed in Carl Zeiss Vision’s laboratory system.

Patients will also see the benefits of the RxConnect ordering system, as electronic frame data is used in the lens calculation to determine the optimum thickness required. Frame data is also used by Carl Zeiss Vision’s state-of-the-art edging equipment to accurately position and edge the lens.

Eyecare professionals can use RxConnect to confidently determine the best lenses for their patients – SOLA and ZEISS lenses are available to order via RxConnect and if the entered

prescription is outside Carl Zeiss Vision’s available range, a warning screen will appear advising to change the lens choice.

RxConnect is provided free of charge and Carl Zeiss Vision are more than happy to assist with the purchase of a tracer where required.

If you would like to set your practice up with Carl Zeiss Vision’s RxConnect ordering system, contact Customer Service on 1800 882 041 or your local Account Manager.

Also, don’t forget that you can use CZV Partnership Points to set your practice up with RxConnect and until 31 July you will save 10,000 points when you redeem this reward.

Artificial stars shine more brilliantly than ever before

As one of the key global players in the field of state-of-the-art technology, Carl Zeiss has over 160 years of research in many fields of optics. The experience gained contributes to the development of new and innovative ophthalmic lens products, and assists to develop the ZEISS brand promise in the eyes of your wearers.

You can be assured that Carl Zeiss will continue to advance technology across many fields of optics. At the beginning of November 2006, the Samuel Oschin Planetarium in Los Angeles was reopened with a ZEISS UNIVERSARIUM Mark IX projector.

The stars in the artificial sky of the 23m dome now shine with the same brilliance as in nature. The projector was integrated as part of the extensive four-year reconstruction of the Griffith Observatory on Mount Hollywood which has been one of the landmarks of Los Angeles since 1935 and to which the planetarium belongs.

The planetarium in Los Angeles once again opted for a projector from Jena because Carl Zeiss was able to offer the world’s best opto-mechanical system and due to the always positive experience gained with ZEISS planetarium technology since the facility’s opening in 1935.

More than two million people come to Mount Hollywood every year, and a total of 70 million have visited the observatory with its equipment in its 67 years of existence.

With the movie classic “Rebel without a cause” starring James Dean in the leading role, the planetarium also started its career as a backdrop for several Hollywood films in 1955. In the dome, Apollo astronauts learned how to navigate using the stars.

The planning for the complex reconstruction and expansion of the facility started as far back as 1990, with the actual work beginning in 2002. While great care was given to preserving the historically valuable ensemble during the restoration of the magnificent art deco building, extensive constructional and technical alterations were performed in the inside of the edifice. Extensions to the exhibition areas were made below ground, with the additions being structured so that they in no way compromise the original architecture and new spaces being created.

To mark the reopening of the observatory, the city of Los Angeles invited around 1500 guests to attend a “Galactic Gala”. The facility has also been open to the general public since November 3 2006.



Since November 2006, the stars in the Samuel Oschin Planetarium of the Griffith Observatory in Los Angeles have been shining more brilliantly than ever before thanks to ZEISS projection technology.



ZEISS UNIVERSARIUM Mark IX projector as installed in the reopened planetarium in Los Angeles.

Carl Zeiss Vision Customer Profile

Christopher McMahon Optometrists



Carl Zeiss Vision's Territory Manager, Leighton Virgo took time out to talk with Chris McMahon, owner and head Optometrist of Christopher McMahon Quality Eye Care.

CZV: How long have you personally been in the optometry business?

CM: Longer than I care to confess! Just over 22 years! 9 years of this as an employee both in Australia and in the UK and 13 years for myself surrounded by great people.

CZV: How long has Christopher McMahon Quality Eye Care been operating?

CM: Our Southport branch is just over 3 years old and our Runaway Bay Branch just over 8 years.

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

CM: We are always very careful to convey to our patients that we are up to date in all facets of our business and hence the eye care we deliver to them. This includes our professional education, our instrument technology, our frames and contact lenses – and of course our spectacle lens technology.

We also make sure each and every patient is made to feel very welcome and that our service is personal and warm.

CZV: What kind of marketing do you do to support your practice?

CM: We employ all styles of marketing both internally to our loyal patients and externally to our loyal patients of the future. We use print media, television, mail box drops, promotions through the shopping centres, internal promotions, fresh window displays, product launch promotions and of course our service is the greatest marketing tool of them all.

CZV: What has been your most successful marketing activity?

CM: We actively encourage our patients to refer family and friends to us and reward them for the recommendation. We find word of mouth our most successful source of new business.

CZV: What do you look for in lens products?

CM: Our patients are always looking for the clearest vision with the thinnest, lightest lenses available. This necessitates that this is also our primary focus. As such we look to the latest technology available. Support and service is also critical when accessing lens products. We are very fortunate that our particular Carl Zeiss Vision rep is consistently prepared to "go that extra mile" for what ever we need.

CZV: How have you used Carl Zeiss Vision Products to grow Chris McMahon Quality Eye Care?

CM: Carl Zeiss Vision is one company that offers the latest technology that we need to deliver the thinnest, lightest lenses with the clearest acuity possible. One method by which we have achieved growth in our lens business is by utilising their HD range of products, both in single vision and multifocals.

CZV: What do you consider to be the best aspect of the i.Pilot from an Optometrist/Dispensers point of view?

CM: The best aspect of the i.Pilot is that it allows us to truly tailor the latest free form multifocal technology to a patient's individual lifestyle.

CZV: What do you consider to be the best aspect of the i.Pilot from a consumer's point of view?

CM: The i.Pilot creates a real feeling of "state-of-the-art technology" for our patients.

CZV: How has the i.Pilot changed the way that you communicate to your consumers about lens choice?

CM: The i.Pilot involves the patient in arriving at the most appropriate lens options to maximise their acuity, comfort and aesthetics of their finished spectacles. Many lens benefits can be demonstrated using the i.Pilot – such as multicoats and refractive indices.

CZV: How do patients react to the interactive dispensing process of the i.Pilot?

CM: We find a patient's confidence in us, that we work so hard to create, is further inspired by using latest generation tools such as the i.Pilot.

CZV: What do you believe differentiates your business from other Optometrists?

CM: I'm never one to comment about what other optometrists do. The team that surrounds me is the most important part of my business. We strive to create an impression that leaves patients in no doubt that they have come to the right place for their eye care. We achieve this by personalising every aspect of their visit to us. We are proactive in making suggestions about their eye health and frame and lens products that will improve their quality of life. We always back this up with demonstrations where possible. Finally we contact all our patient's after their visit to us to make sure we lived up to their expectations – and ours!

CZV: What do you think makes you successful?

CM: I believe any business will be successful if they manage to inspire the absolute confidence of their customer and express a genuine concern and interest to fulfill all their needs with a smile and a minimum fuss.



A revolutionary progressive lens that fits any frame



If you're dispensing progressive lenses, chances are you'll be familiar with the experience of explaining to patients that their chosen frame is inappropriate for their new progressive lens.

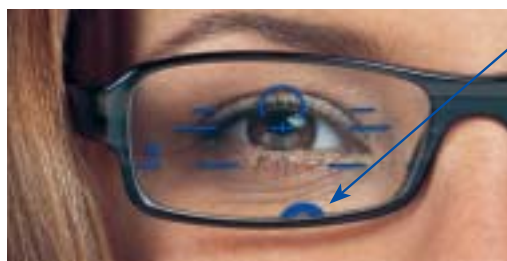
New ZEISS Individual *FrameFit*[™] gives you the flexibility to vary the progression zone and order fitting heights ranging from 14mm to 20mm.

Compromises on frames are now a thing of the past!



New ZEISS Individual[®] *FrameFit*[™]

A variable progression zone means it's suitable for any frame.



Some frames won't accommodate a progressive lens. The result is usually disappointed wearers.



ZEISS Individual *FrameFit*'s variable progression zone means that you can adjust the corridor length of the lens to fit any frame shape.

ZEISS Individual *FrameFit* offers:

- Individual optimisation for every power
- Incorporation of each patient's personal data in the lens design (PD, viewing height, BVD, pantoscopic angle, frame dimensions, bow angle)
- An individualised progression zone - to deliver the longest and shortest fitting heights available.
- Easy processes for determining each patient's progression zone and ordering lenses
- Personalised engraving for visible individuality
- Available in 1.60 and 1.60 Transitions[®] lens materials

Produced in Australia!

Carl Zeiss Vision

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