CZVconnect

the official Carl Zeiss Vision newsletter

Carl Zeiss Vision. A Stronger Partner in Every Way. **September 2008**

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ZEISS CARL ZEISS VISION

CZVconnect

September 08

> information

welcome

We continue to receive tremendous feedback on the performance of our latest new progressive, ZEISS **GT2** 3D. The success of ZEISS **GT2** 3D has been amazing and is clearly one of our most successful product launches. We have received many positive comments from customers stating that the response has been excellent from both long time progressive wearers and first time wearers. Both wearer groups commenting especially on how easy it was to adapt to their **GT2** 3D Lenses, with some even saying they felt as if they were wearing single vision lenses!

ZEISS **GT2** 3D significantly exceeded our expectation which did create some supply issues in April and May. We would like to sincerely apologise for these delays, however you can now expect to receive excellent service on our entire range of progressives produced on the Freeform platform, which includes ZEISS **GT2** 3D, ZEISS Individual FrameFit, SOLAOne HD & Ego designs. We have now increased our Freeform production capacity and have adequate inventory coverage to satisfy the strong growth in demand.

I would like to personally welcome Paul Goiak to Carl Zeiss Vision Australia's senior management team. Paul has been with us since April in the position of Rx Lab Operations Director for Australia/ New Zealand.

In the previous edition of CZV Connect I announced the corporate partnership with Diabetes Australia. On Sunday 13th July I attended the official launch of National Diabetes Australia Week at Federation Square in Melbourne. Each year this campaign aims to improve education in the community with this year's focus on raising awareness of a large waist measurement and family history of type 2 diabetes as risk factors.

Carl Zeiss Vision and Diabetes Australia will continue to work closely to improve the awareness of Diabetes and the importance of regular eye health checks. Make sure you keep a look out over the coming months for initiatives raising awareness of diabetes amongst your patients and your local community.

Don't forget our aim is to be your business partner, so please do not hesitate to contact our team to take you through our portfolio of lenses.

Best wishes,

Tony Gray
General Manager, Australia/New Zealand

GT2 3D has received an enthusiastic reception not just in Australia and New Zealand but also elsewhere in the world. The extremely sharp "3D vision" obtained thanks to a combination of ZEISS optimisation techniques and the possibilities of freeform surfacing are now being appreciated by thousands of wearers across the world, both in Europe and in the US.

Thanks to this revolutionary product, and of course thanks to the fantastic support that you have given us since the launch of **GT2** 3D, I believe it is true to say that more wearers in the Australia and New Zealand have an opportunity to experience a ZEISS product than ever before.

We live in a world which is increasingly not just about great products (such as **GT2** 3D) but also about great experiences and great brands. With its unique heritage in micro and macro optics, we believe that ZEISS can enable you, the prescriber, to offer an even better experience to your patients than ever before. We at Carl Zeiss Vision Asia Pacific are committed to making the ZEISS brand experience stronger and better for your patients in the years to come.

We are now in the process of launching a version of this product specially adapted to Asian wearers – **GT2** Asiana. **GT2** Asiana uses all the design innovations of GT2 3D but goes one step further. In a world first, **GT2** Asiana also calibrates the pantascopic tilt and the bow angle to create a closer match with the Asian face. **GT2** Asiana is being launched in key markets across the Asia Pacific region, including Singapore, China, and Korea.

Thank you once again for your support. It really has been an exciting time for us at Carl Zeiss Vision and we hope to build on this momentum with other new products and new initiatives in the months and years to come.

Best wishes.

Vaidyanathan Srinivasan,
Executive Vice President, Asia Pacific

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Carl Zeiss Vision Customer Profile

Tamborine Mountain Optometrists

ZEISS

Carl Zeiss Vision Territory Manager, Leighton Virgo, talks with Tamborine Mountain Optometrists about their success with prescribing GT2 3D.

CZV: How long has Tamborine Mountain Optometrists been operating?

TMO: We have been in operation for 8 years, since the year 2000.

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

TMO: We are a family owned and run practice and pride ourselves on this. Therefore the key messages we give to our patients is that we are family owned and run and we provide professional eye care services.

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

TMO: We believe that honesty is one of the most important aspects of doing business and therefore we look a business partner that will be honest in our working relationship.

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

TMO: The first thing we look for in choosing a lens product is its suitability to the patient – looking at the needs of our patients and offering the most suitable lens for them.
We also like to be able offer the latest in lens technologies and is one of the reasons we first decided to try ZEISS' new lens **GT2** 3D.

CZV: You have had much success with GT2 3D **since its launch in December 2007, what do you attribute this success to?**

TMO: We attribute this success to the fact that we can offer a premium freeform lens which has been developed by a brand that prides itself of its scientific research at very competitive prices. This lens has quality anti-reflective coatings and the fact we can offer the lens in both brown and grey Transitions is a huge bonus to our patients.

CZV: What feedback have you received from Patients who you have prescribed GT2 3D **to?**

TMO: We have only received positive feedback from our patients who we have prescribed **GT2** 3D to. Specific feedback includes the fact the **GT2** 3D has clearer, crisper vision (compared to SOLAOne) and that vision in the progressive zone has smooth and seamless.

CZV: Does your practice now prescribe GT2 3D **as your main progressive lens? Why have you made or are starting to make this move?**

TMO: Yes, due to the amount of positive feedback we have received from both our patients and our staff, we now prescribe **GT2** 3D as our main progressive lens.

CZV: Going forwards, how do you see ZEISS Lenses and the ZEISS brand helping you to get a competitive edge over your competitors?

TMO: ZEISS Lenses and the ZEISS brand will assist our family owned and run practice to supply premium products from a premium brand to our patients needs.

Diabetes Australia Research Trust

Diabetes Australia invests over $3.5 million in research each year through the Diabetes Australia Research Trust (DART).

DART was established in 1987 to support Australian research into prevention, management and ultimately a cure for diabetes and funds more than 50 grants each year to Australian researchers.

Dr Jie Jin Wang, from the University of Melbourne's Centre for Eye Research Australia, was a successful DART grant recipient in the 2008 round of applications.

It is widely reported that diabetic retinopathy is the most common complication of diabetes and a leading cause of vision loss. Elevated blood glucose levels and blood pressure are two known factors which are linked to these complications. However, there are other mechanisms of diabetes complications, such as the inflammation and dysfunction of the inner lining of the blood vessel, that remain unclear.

Dr Wang and her team are investigating these early small blood vessel changes through retinal imaging techniques. In the trial, 200 people with diabetes and 100 people without diabetes will be recruited and their endothelial dysfunction levels will be compared through the use of a flashing light. The study aims to find out more about these blood vessels, and work to develop early diagnosis techniques to reduce or even avoid the onset of diabetic retinopathy. The study will also assess if the response of the retinal blood vessel diameter to a flashing light can be used as a non-invasive test to identify diabetes related complications of the eyes.

DART relies on support from corporations and individuals to fund these important studies which Diabetes Australia and Carl Zeiss Vision hope will lead to the ultimate discovery of a cure for diabetes.

For more information on DART, visit diabetesaustralia.com.au or call 02 6232 3800.

Diabetes Australia is the national peak body for diabetes in Australia, focusing activities around awareness, prevention, detection, management and finding a cure.

Diabetes is Australia's fastest growing chronic disease with 275 people developing diabetes each day.

Diabetes AUSTRALIA

ZEISS CARL ZEISS VISION

Transitions® VI Lenses provide ultimate visual performance

CARL ZEISS VISION

As with prior generations, Transitions VI lenses provide all of the value of regular, clear lenses – plus much more.

Offering consistent, high-level performance across all Carl Zeiss Vision lens materials and indicies, Transitions VI lenses also feature improvements over the previous generation of technology for 1.50 material (Transitions® Next Generation lenses) and over the previous generation of technology for high index and polycarbonate (Transitions® V lenses).

Transitions VI lenses are darker outdoors than Transitions V lenses and Transitions Next Generation lenses in any temperature, reducing discomforting and disabling glare; are clearer indoors than Transitions V lenses; and are faster to fade back than Transitions Next Generation lenses. Additionally, Transitions VI lenses also block 100 percent of UVA and UVB radiation – and now provide UV 400 protection.

Transitions has a heritage of offering the most advanced photochromic technology for today's consumers, and the new Transitions VI technology was specifically designed based on the desires identified through research with eyecare professionals and their patients.

Transitions VI lenses build on the strengths of Transitions Next Generation lenses and Transitions V lenses to offer an improved package of photochromic performance consistent across all Carl Zeiss Vision materials and indicies.

Clearer indoors.

While most consumers and eyecare professionals (ECPs) were satisfied with the clarity of previous generations of Transitions lenses, Transitions VI lenses are even clearer indoors than Transitions V lenses. Transitions VI lenses are as clear as regular, hard-coated lenses indoors and at night. Wearer trials have shown that 88% of ECPs will recommend Transitions VI lenses to their patients who wear clear lenses.

Darker outdoors.

Transitions VI lenses become truly sunglass-dark outdoors achieving a level of 88% tint at 23°C in only one minute. They are also faster getting there reaching 92% of full activation in only one minute. Transitions VI also perform better in hotter temperatures, getting darker in hot temperatures than previous generations, especially compared to Transitions V lenses. At 35°C Transitions VI lenses attain 73% tint.

Faster to fade back.

Transitions VI lenses have significantly improved fade back, particularly compared to Transitions Next Generation lenses. Transitions VI lenses fade back 30% faster than Transitions Next Generation lenses to return to 70% transmission. Transitions VI also fade back even faster with anti-reflective (AR) coatings. Additionally, Transitions VI with an AR coating improves the indoor clarity of the lens, reduces distracting glare and enhances nighttime driving.

Proven Satisfaction

In recent product tests, the majority of consumers who have worn Transitions VI lenses reported high satisfaction with the advanced technology – with 80 percent preferring them to regular, clear lenses. Additionally, 90 percent of eyecare professionals who have tried Transitions VI lenses say they are better for their patients' eyes than clear lenses – with 80 percent saying they will recommend Transitions VI lenses to more of their patients than they currently do.

For the complete Carl Zeiss Vision Transitions VI range availability please contact Customer Service on 1800 882 041 (Australia) or 0508 765 271 (New Zealand).

Enhancing visual quality for today and tomorrow.

A NEW RANGE OF LENSES FOR HEALTHY SIGHT

- Clearer and darker, reducing glare and improving contrast
- Faster to activate, reducing eye fatigue and strain
- Darker in hot temperatures
- Block 100% of UVA & UVB rays
- Providing UV 400 protection

Transitions VI ADVANCED PERFORMANCE FOR HEALTHY SIGHT

Offering Personalised Vision to Presbyopic Wearers

The optical performance of progressive lenses has improved considerably since the launch of the first progressive designs some 20 years ago, and today it's generally recognised that progressives offer presbyopic wearers the best visual solution.

Lens manufacturers have been working steadily towards technology improvements that enhance optical performance, and are making serious advances in minimising the compromises traditionally associated with progressives.

Carl Zeiss Vision offers a range of lenses with HD (High Definition) Technology – a technology that offers significant improvements over conventional progressive lens performance, as it facilitates a customised lens design for every single wearer's own unique prescription.

Carl Zeiss Vision HD Progressive Lens Technology

Traditionally, progressive lens designs incorporate the progressive lens design on the front surface, and the patient prescription on the back surface of the lens. Combining the progressive lens design and the patient prescription onto the back surface has been considered the 'holy grail' of progressive lens technology. Back surface progressive technology enables manufacturers to produce progressive lens designs that are customised for each wearer.

Carl Zeiss Vision's HD Progressive Lens Technology incorporates the progressive lens design into the back surface of the lens. The result is quite simply the best possible viewing experience for the wearer:

1. High definition clarity across visual fields

- Wearers will experience improved clarity as a result of their lens power being optically optimised for their very own prescription. Improved clarity is also achieved by the nature of the manufacturing process, which supports more accurate reproduction of the progressive design on the lens, thanks to extremely precise machining.

2. Larger fields of view

- HD Progressive Lens Technology offers significantly larger fields of view than conventional progressive designs.

VISUAL FIELD	HD PROGRESSIVE LENS TECHNOLOGY DELIVERS:
Near	Up to 50% larger visual fields than conventional progressive designs, especially for wearers with higher prescriptions and cylinder power
Intermediate	Large uncompromised visual field
Distance	Unique surface design blends unwanted astigmatism to create full visual freedom for the wearer.

3. Rapid adaptation

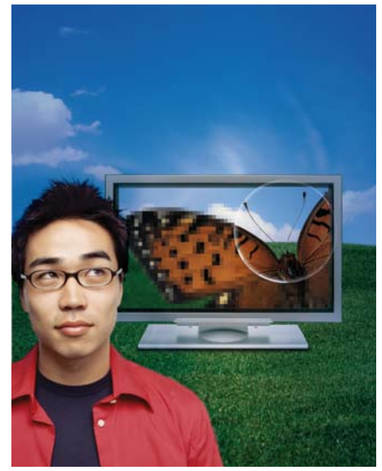
- Carl Zeiss Vision's experience with HD progressives has proven that HD Progressive Lens Technology offers lens products that are very easy for wearers to adapt to, and comfortable to wear. Adaptation success can be attributed to the fact that HD Progressive Lenses are custom made for each wearer. Ease of adaptation is also facilitated by excellent binocularity, which is particularly important in the case of anisometropia.

Australian optometrists who have trialled Carl Zeiss Vision's HD progressive lenses have said:

- "My clients responses to HD lenses have given me the confidence to really sell the lens. Avoiding negative experiences for our clients is paramount, and HD lenses have proven themselves as an instantly satisfying lens designs." *Mary, Dispenser, Adelaide, SA.*
- "I find the HD lens designs especially appropriate for first time wearers and previously problematic multifocal wearers. To date, all patients have converted to HD lenses successfully and without problems – even a particularly difficult patient suffering from vertigo adapted instantly." *Colin, Optometrist, Canberra, ACT*

HD PROGRESSIVE LENS TECHNOLOGY WEARER PROFILE	
All wearers	HD progressive designs offer the best possible visual experience. Why recommend a progressive that simple works, when you can recommend a progressive that delivers the ultimate visual experience?
Rimless frames	HD Progressive Lens Technology designs are manufactured from an extremely robust 1.67 high tensile lens material, perfect for rimless fitting.

For the full HD Lens availability please contact Carl Zeiss Vision customer service or your local Carl Zeiss Vision Territory Manager.



See the world in High Definition.

SOLA HD

Oscar Bell, Man of Habit 1929 - 2008

Former dispensing optician, Oscar Bell passed away peacefully on March 20 after a long illness - he was 78 years old.

One of the true characters of the optical industry, Oscar will be remembered as an optimist and a pragmatist who had an unpretentious demeanour. He gave a lot to the things he believed in and mentored many of today's dispensing opticians around New Zealand. To many whom he helped he was an icon and industry elder who was respected by his peers.

Oscar began working in Hamilton in 1947 and established Bells Opticians in 1956. He developed a very successful business almost single handily introducing the ZEISS brand to the New Zealand optical market.

Oscar is survived by his wife Margaret, two sons, three daughters, seven grandchildren, two step-grandchildren and one great-grandchild.

Copy courtesy of New Zealand Optics.

Carl Zeiss & GKB Hi-Tech Lenses take it to the next level

Carl Zeiss Vision entered into a joint venture with India's largest prescription (R x) lens manufacturing group GKB Hi-Tech Lenses in fiscal year 2004/05.

Since then, the GKB Hi-Tech Group has expanded rapidly to become India's No 1 manufacturing group with a capacity of more than 7 million lenses a year, operating 22 manufacturing facilities throughout the country and more than 100 retail outlets where is sells its own manufactured spectacle lenses.

In January 2008 an agreement to increase Carl Zeiss Vision International's investment interest in GKB Hi-Tech from 26% to 50% was jointly signed by Carl Zeiss Vision International CEO, Dr. Norbert Gorny and Mr. Mahendra K. Gupta, Chairman and Managing Director of GKB Hi-Tech Lenses.

Dr Norbert Gorny believes the joint venture with GKB Hi-Tech Group becoming 50-50 "is like a dream coming true". The GKB Hi-Tech Group and the Carl Zeiss Vision Group started to develop the ophthalmic lens business in India jointly four years ago. Dr Gorny said "during these years both companies have learned a lot about our customers and what it takes to be successful. Moreover, we have learned a lot about ourselves, and that gives us great confidence in doing business as equal partners.

The joint venture between Carl Zeiss Vision International and GKB Hi-Tech fits well into the global picture of Carl Zeiss Vision with the company aiming to achieve a number one or two position in all attractive core markets. Carl Zeiss Vision wanted to establish the most successful way to offer the innovative ZEISS brand in the Indian market. According to Dr Gorny "the answer on that was the current business model with GKB Hi-Tech, which offers numerous opportunities for customers, employees and management".

Carl Zeiss Vision now has a market presence in more than 40 countries around the world, helping the company to become the customer's first choice wherever they do business.

Dr Norbert Gorny,
CEO Carl Zeiss Vision International

Better posture, better vision

Adrian Bell, ACBO President, discusses the effect posture can have on your patient's vision.

In the course of a normal day I am lucky to see a wide range of patients and presenting complaints. As a behavioural optometrist I will often need to look beyond the patient's eyes to solve a problem and will regularly give advice designed to improve how a patient uses their eyes or their spectacles. Sometimes a presenting complaint of discomfort at near could be largely due to the working distance.

Behavioural optometrists like to offer patients advice on improving their posture at the desk. When someone hunches over a desk for a period of time a number of things may happen to the body.

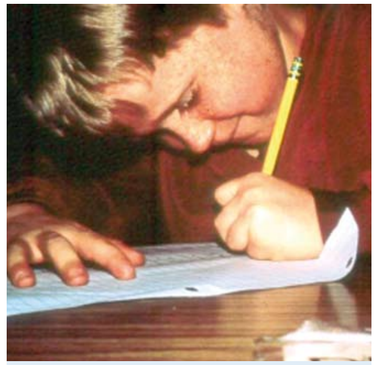
- With the head held too close to the working surface the person may actually reduce their effective lung capacity which means their ability to breathe efficiently will be reduced.
- With less oxygen exchange it is likely the person will fatigue more quickly and even get sleepy.
- As we lean over, the muscles of the neck and back must work harder to support the substantial weight of the head. This muscle fatigue causes reduced work efficiency and may even contribute to the person stopping the task.
- Feeling tired or sore are common complaints from children in classrooms or adults at a desk.

The obvious visual implication of a close working distance is the increase demand on the accommodation and convergence systems. A person who works at a close distance may report a desire to look away and rest. This can become a learned avoidance response as people try to reduce discomfort by looking away. By increasing the working distance to 30 to 40cm the stress on the visual system is reduced dramatically.

With children I often I ask them to sit at a distance from their work which equates with the distance from their knuckle to elbow. As we get older this ideal working distance increases accordingly.

When we prescribe a lens we have an expectation that the lens will be used at a certain working distance. No lens prescribed for a normal working distance can be expected to have the desired effect when very close. Knowing exactly what the person will use the glasses for is vital for the most efficient outcome. The same goes for prescribing a lens suitable for classroom use.

Behavioural optometrists have been successfully prescribing extended focus lenses such as SOLA Access for many years now. Children who benefit from plus at near but not at far find the SOLA Access lens of great benefit. Interestingly if an SOLA Access lens is worn at the desk for reading or writing and the person adopts a very close working distance as described above they will end up looking though the upper part of the lens. In the case of a +0.75 Access low the person may end up looking though no prescription at all.



Behavioural optometrists like to offer patients advice on improving their posture at the desk.

Children should sit at a distance from their work which equates with the distance from their knuckle to elbow.

The SOLA Access lens will be much more effective if the patient sits in a more upright posture. By sitting up at the right distance from the written work the child is much more likely to view the task through the correct part of the lens. Using the ideal posture we maximise the lens prescription and allow the person to be more comfortable and efficient.

So, when I prescribe a lens I also talk to the patient about how best to use the lens. By doing so I ensure the patient gets the greatest benefit possible form their spectacles.

Southern Regional Congress 2008

With over 1,000 attendees, including local and international optometrists, practice staff and students, the Southern Regional Congress continues to be a must-attend conference on the optometric calendar.

Macular degeneration, contact lenses, pupil responses and children's vision were among the hot clinical topics at SRC 2008, and a diverse panel of international and local speakers provided a dynamic and challenging lecture program.

Among the highlights were Dr Patricia Modica's presentation on anisocoria and abnormal pupil responses, and a new session focussing on macular degeneration from histology through to current and potential future clinical practice. This session in particular was so well received that a session following a single disease from development to treatment will likely become a regular part of the SRC education program.

The optical industry was well represented in the Trade Expo, which is always very popular with delegates, and was buzzing over the duration of the congress. Carl Zeiss Vision's stand presented the standing version of the RVT, the new LensClick touch-screen software and the new i.Pilot touch-screen software which all created much interest and activity on the stand.

Many delegates also took up the opportunity to learn more about diabetes with Carl Zeiss Vision being a major corporate sponsor of Diabetes Australia. Carl Zeiss Vision and Diabetes Australia are joining forces to further educate the community about the importance of people with diabetes getting regular eye health checks, which can assist in the early detection of eye disease. Carl Zeiss Vision will be introducing several initiatives over the coming months to create awareness about diabetes and the need for regular eye tests both within the optical community and to consumers.

Thank you to everyone who visited our stand.

SRC 2009 will once again be held at the Melbourne Convention Centre from 16-18 May.

Dr Patricia Modica

Carl Zeiss Vision and Transitions Optical

Queensland Vision

This year 600 members and overseas practitioners attended Queensland Vision at the Gold Coast Convention and Exhibition Centre.

The meeting, held on 28-30 March, marked the centenary year of optometry in Queensland. The wide-ranging program of lectures and workshops were well received, as was the keynote speaker optometrist Dr John Schachet of the United States, who presented five lectures and two small-group electives.

The Noel Verney Memorial Lecture (named in honour of the founding head of the Department of Optometry at Queensland Institute of Technology) was delivered by Professor Leo Carney, who recently retired as professor and head of the School of Optometry at Queensland University of Technology.

The trade expo was bustling with activity. The Carl Zeiss Vision stand presented both versions of the Relaxed Vision Terminal (RVT) - standing and desktop - as well as the new touch-screen version of the i.Pilot software. Carl Zeiss Vision's dispensing technology is always popular and is becoming more integrated into optometry practices, enhancing the consumer experience.

Thank you to everyone who visited our stand.

Queensland Vision 2009 will be held at the same venue from 17-19 April 2009.

New faces for Carl Zeiss Vision Australia & NZ

Paul Goiak
Rx Lab Operations Director Australia/New Zealand

Malcolm Bowes
Customer Service Manager Australia

Carl Zeiss Vision is pleased to announce the appointment of Paul Goiak to the position of Rx Lab Operations Director Australia/New Zealand, and Malcolm Bowes to the position of Customer Service Manager Australia.

Paul is responsible for the entire Australia /New Zealand Lab network and comes to Carl Zeiss Vision from Holden where he started his career in 1983. He brings a wealth of experience and knowledge in operations management in a challenging environment. Paul holds an MBA and a Bachelor of Mechanical Engineering.

Malcolm is responsible for the management of all customer related matters throughout Australia and comes to Carl Zeiss Vision from SirsiDynix (a leading Library Software vendor). Malcolm has over 15 years experience in customer service, information technology and sales.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia/ New Zealand said "We are thrilled that both Paul and Malcolm made the decision to join our experienced Australia and New Zealand management team. With Paul bringing much experience in operations management and Malcolm in the customer service area, they will be invaluable in providing improved productivity in our Rx lab operations and customer service areas respectively".

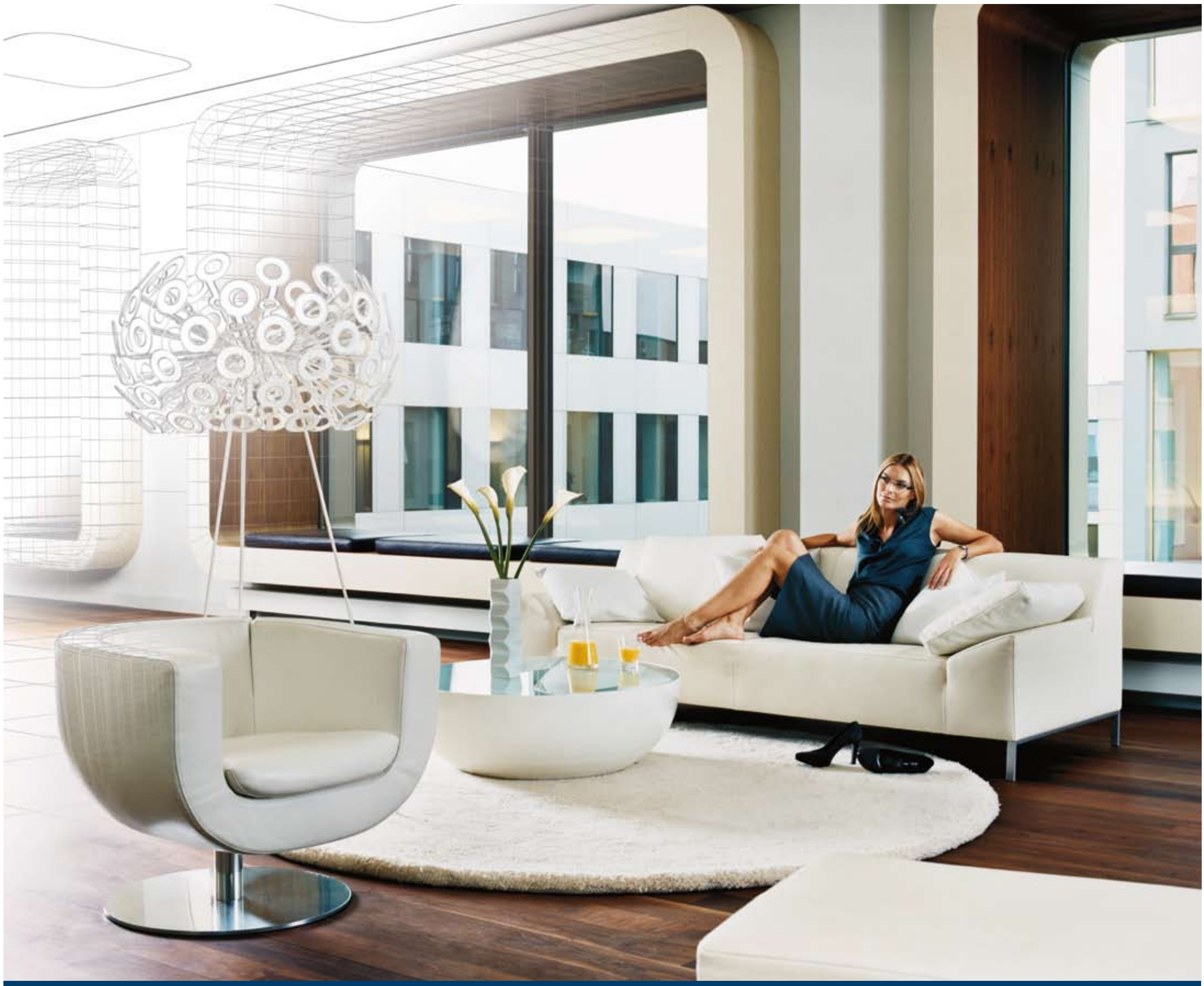
Paul Goiak, Carl Zeiss Vision Rx Lab Operations Director Australia/New Zealand, said" The opportunity to join such a dynamic and committed group of people was too good to miss. As we move forward, it is up to us all to think as one team and help deliver improvements that will exceed customer expectations. I look forward to getting to know all of our staff over the coming months, and am keen to listen to their ideas and feedback on new proposals. "

"I am looking forward to the opportunities and unique challenges that an organisation such as Carl Zeiss Vision offers – particularly one with such a rich local history. I am keen to be part of a team which is moving forward and making the most of positive change and determined to further build on our already strong customer relationships to be the undisputed leader in our field" said Malcolm Bowes, Carl Zeiss Vision Customer Service Manager Australia.

GT2 3D

Closing the gap between vision and reality.

The progressive lens that enhances your vision like never before.



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

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

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

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**

Proudly Supporting:

Diabetes AUSTRALIA

CARL ZEISS VISION