

# CZVconnect

the official Carl Zeiss Vision newsletter



Carl Zeiss Vision. A Stronger Partner in Every Way.

September 2007



**Transitions**  
Healthy sight in every light™



Teflon *easy*care

**Transitions & Teflon - Healthy sight  
has never been so rewarding!**

**Carl Zeiss Vision opens dedicated  
Customised Progressive Laboratory**

**Success at ODMA 2007**

**Carl Zeiss Vision welcomes a new Partner**



CARL ZEISS VISION



## September 07

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# welcome



**With the changing market of today, Carl Zeiss Vision continues to strive towards being more than just a lens supplier. Our desire is to be a stronger partner in everyway by assisting you to drive your business most profitably. We are attempting to do this through effective product training, dispensing technologies, electronic ordering, the CZV Partnership Program, business reviews and product promotions.**

My attendance at the ODMA fair this year not only reinforced my aspiration that we want to become a true business partner to our customers but also that we are infant making great in-roads in this direction. This was evident in the customer feedback that I personally received on the several initiatives that are underway at Carl Zeiss Vision to help our customers with their business.

During ODMA it also became apparent to me that there is a high level of interest in our dispensing technologies which were featured on the stand as well as genuine interest in ZEISS products. This interest provides us with positive reinforcement that our next tier of ZEISS products to be launched soon will be successful (more on these new products in later editions).

Though, at times, it felt like everything stopped for ODMA we were in the final stages of putting together our 2007 Transitions trade promotion – 'Let us entertain you', confirming and accrediting CR Surfacing Laboratory as a licensed Teflon distributor and opening our dedicated freeform laboratory.

This year's Transitions trade promotion will see us run our first joint promotion for ZEISS and SOLA Lenses since we became Carl Zeiss Vision. We believe this would make it easier than ever to be rewarded for dispensing ZEISS and SOLA Transitions Lenses.

We have further strengthened our partnership with CR Surfacing Laboratory by providing them with accreditation to be a licensed Teflon distributor. CR Surfacing were required to implement an extensive series of quality and testing procedures and undergo training provided by our technical support team. Relationships like these have been very successful for Carl Zeiss Vision in North America and we look forward to the many benefits our partnership with CR Surfacing is expected to bring to eye care professionals here.

The decision to open a dedicated freeform Laboratory at our factory site in Lonsdale, South Australia was made easy by the growing demand in our customised progressive lens designs which are delivered on the freeform platform. This new dedicated freeform laboratory encapsulates the entire production process delivering improved service times for our customers.

Thank you for your continued support to our business. My Australian management team and I look forward in continuing to be of service to you.

**Best wishes,**

Vaidyanathan Srinivasan,  
**Managing Director, Asia Pacific**



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*with thousands of CD & DVD titles to choose from*

**Transitions**

Healthy sight in every light™



Teflon *easy:care*

## Healthy sight has never been so rewarding!

Carl Zeiss Vision is entertaining eye care professionals this year with a bigger and better lens promotion than ever before, rewarding your staff with thousands of CD and DVD titles in the "Let us entertain you" promotion!

**The promotion is simple, order any pair of ZEISS or SOLA Lenses in Transitions® before 31 October 2007, and you will earn one 'Let us entertain you' sticker. Add LotuTec™ Lens Coating or Teflon® Easy Care Coating to any Transitions® Lens orders during the same period and receive two stickers. Collect eight stickers and choose from over 4,000 CD and DVD titles or a \$25 iTunes download card!\***

Carl Zeiss Vision Transitions® Lenses are the ideal choice for everyday lenses, offering the right tint at the right time in changing light. Combine this with the ultimate in visual clarity, cleaning performance and durability from the Teflon® EasyCare or LotuTec™ coatings, and your patients receive an outstanding package of benefits all in the one lens

Carl Zeiss Vision's "Let us entertain you" promotion runs from 1 August through to the 31 October 2007 with games cards being accepted up until last mail 15 November 2007.



Mr Tony Gray, Carl Zeiss Vision General Manager Australia / New Zealand said "we're excited to again offer eye care professionals great rewards, with thousands of music and movie titles, for their dispensing of ZEISS and SOLA Transitions® Lenses. This is the first time we have had both ZEISS and SOLA Lenses in the same promotion, giving eye care professionals over 40 products to choose from that deliver "Let us entertain you" rewards".

\* Australian residents only

## Reader Feedback - June 2007 Winners

Carl Zeiss Vision would like to thank everyone who took the time in filling out the CZV Connect questionnaire from the last issue. We had a great response to the questionnaire with many people providing us valuable information on what you would like to read about in future editions of CZV Connect.

We would like to congratulate C. Ng from Modern Eyecare in Victoria, P. Steven from Bevil Optics in Western Australia and G. Griddle from The Optical Superstore Darwin Mall in the Northern Territory as the lucky winners of the iPod Shuffles. Once again, we thank everyone who sent in their questionnaire.



## Carl Zeiss Vision appoints a new Laboratory Manager

Carl Zeiss Vision is pleased to announce the recent appointment of Chris Lake to the position of Carl Zeiss Vision Laboratory Manager.

Chris has been with the company for over 23 years, working in Melbourne where he held the position of Rx Lab Manager for 10 years and then relocated to Adelaide in an Rx support role for five years assisting SOLA's local and overseas wholesale customers with surfacing processes and technical information required to surface Semi Finished Lenses. The past eight years has seen Chris in a project management role developing and improving Carl Zeiss Vision's Labpro Lab Management software.

Chris has been in the optical industry for 31 years, starting as an apprentice Optical Technician with OPSM and spending eight years in various roles within the company.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand said "We are thrilled that Chris decided to take up the position of Carl Zeiss Vision Laboratory Manager. Chris brings an excellent level of optical and lab management experience to this role and will be invaluable in providing improved lab processes to our valued customers".

"I am looking forward to the challenge of combining the two disciplines of optical processing and systems development to continue to develop and improve the Adelaide Lab. This will be particularly challenging as the whole optical industry becomes more complex in its materials and coatings and more sophisticated in its cosmetic demands" said Chris Lake.



## CZV Staff Profile - Mary Koutalis



**CZV: How long have you been in the optical industry?**

MK: 22 years.

**CZV: How long of have you been with CZV?**

MK: 11 years.

**CZV: What is your current position with Carl Zeiss Vision?**

MK: NSW Territory Manager.

**CZV: What is the most rewarding aspect of your job?**

MK: Helping people.

**CZV: What three words would you use to sum up Carl Zeiss Vision?**

MK: Innovators in technology.

**CZV: What challenges do you think the optical industry will face over the next 5 - 10 years?**

MK: Practitioners coping with the changes in their marketplace, especially with more chain retail and buying groups penetrating the market and wholesalers coping with the changing demands of the retailers.

**CZV: How do you think the optical industry will change in the next 5 - 10 years?**

MK: New methods of manufacturing, new technology, better ways of helping practitioners to assist patients and more focus on accuracy, precision, and technology.

**CZV: Where do you see yourself in 10 years time?**

MK: My own business and a small hobby farm.

**CZV: What do you do in your spare time?**

MK: Spending time with family and friends, listening to music, going to the beach and a bit of horse riding when I can

**CZV: Favourite Movie?**

MK: The Man from Snowy River (yeah – I know, it's a bit daggy)

**CZV: Favourite Band/Song?**

MK: Soooo many...I can't choose just one.

**CZV: Favourite TV Show?**

MK: McLeod's Daughters (also daggy – I know)

**CZV: What three words best describe you?**

MK: Caring, a little bit crazy and fun-loving.

## Logitech & Carl Zeiss bring a new level of excellence to video communications

The Camera Lens Division at Carl Zeiss has agreed to an exclusive collaboration with Logitech, the global market leader in webcams. The first Logitech webcams with Carl Zeiss optics was presented to on June 28.

The goal of the new cooperation is to develop products for video communications with clearly improved image quality.

For the Camera Lens Division, this is already the third cooperation with a global market leader for electronic products. Sony has been offering cameras and video cameras with ZEISS Lenses since 1996. The N series camera phones from Nokia have been equipped with Tessar lenses since 2005. Sony and Nokia have now sold approximately 100 million devices with ZEISS Lenses around the world.

The first webcams with ZEISS optics – the Logitech QuickCam Pro 9000 and the Logitech QuickCam Pro for notebooks – have been available in the USA and Europe since July.

"Image quality is only as good as the lens that captures the image," said Dr. Winfried Scherle, general manager of the Carl Zeiss Camera Lens division. "Since 1846, when Carl Zeiss set up his workshop, our company has been driving the science

of optics. Today, we design optics ranging from eyeglass lenses to space optics. Working with Logitech gives us the opportunity to reach markets and applications that nobody would ever have imagined twenty years ago."

Logitech sees outstanding growth opportunities in the field of webcams. "The unbelievable boom in broadband connections has video communications available to an increasing number of people of all ages," says Gina Clark, Vice President of Product Marketing for Internet Communications at Logitech.

"Logitech has already delivered innovative webcam technology for more than 10 years. Therefore, working with Carl Zeiss is a very exciting opportunity for us. The first cameras with optics from Carl Zeiss – webcams for the QuickCam Pro line – provide really amazing detail rendition and clarity."

Founded in Switzerland in 1981, Logitech is now represented with its own companies in all regions of the world. The company introduced its first webcam in 1995 and has played a key role in the development of webcam technology since the beginning of video communications via the Internet. Together with Carl Zeiss, Logitech now intends to create a new standard of image quality for webcams.



**ZEISS** CARL ZEISS VISION

# Carl Zeiss Vision Customer Profile

Melton Optical Service



**Carl Zeiss Vision talks with Mario Borazio, owner and Optometrist of Melton Optical Service in Melton, Victoria.**

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

MB: Over 22 years

**CZV: How long has Melton Optical Service been operating?**

MB: We opened our doors in October 1985, so almost 22 years.

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

MB: We stress the need for regular eye tests, even if they feel their vision hasn't changed and let them know they should never hesitate to ask questions.

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

MB: The latest piece of marketing we have done is develop our website but we also participate in community forums about vision and are featured in the local business directory.

**CZV: What has been your most successful marketing activity?**

MB: Word of mouth advertising – Money can't buy it!! Our patients come in because they have heard from family and friends that we are reasonably priced and that we will

look after them. We make sure we do the right thing by our patients and make sure we are not pushy. We also offer a free minor repairs service and a low cost contact lens solutions and eye drops.

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

MB: Repeatable quality and performance.

**CZV: How have you used Carl Zeiss Vision Products to grow Melton Optical Service?**

MB: These products have further broadened the range of quality and choice that we can offer our patients.

**CZV: Melton Optical Service is one of the highest dispensers of Compact Ultra. What do you believe are the reasons that your practice dispenses so many Compact Ultra Lenses?**

MB: It consistently meets the demands of our patients who choose to wear today's fashionably shallow frames.

**CZV: How has Compact Ultra complimented your lens portfolio and frame range?**

MB: By offering the Compact Ultra to our patients we can offer them virtually our entire range of frames to choose from.

**CZV: What type of feedback have you received from patients who you have dispensed Compact Ultra Lenses to?**

MB: Very little!! This is a good thing, because we usually only hear back from unhappy patients.

**CZV: Melton Optical Service has recently purchased a Relaxed Vision Terminal (RVT). What was the reason behind this purchase?**

MB: To allow reception staff to explain lens options to patients and to accurately take multifocal measurements.

**CZV: How do you think Melton Optical Service will benefit from using the RVT and what do you believe will be the benefits for your patients?**

MB: The RVT is a great marketing tool. Patients usually receive too much information verbally. The RVT clearly demonstrates all lens options and can print this information for the patient to take home.

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

MB: We offer a truly personal service. Our patients are very loyal and recommend us to their friends and relatives.

**CZV: What do you think makes Melton Optical Service successful?**

MB: Because we only have one practice, it allows us to concentrate our resources on improving the our practice and being there for our patients. Patients want consistency and I have been here for over 20 years looking after their eye care needs. The best advice I have been given in business is: Concentrate on one thing and do it well



Left Sasha Sergejew, Commercial Manager with Adam Fletcher, Director and Ray Geake, Director of CR Surfacing Laboratory.

Below David Perna and Rebecca Foster, CR Surfacing AR Specialists



## Carl Zeiss Vision welcomes a new Partner



Teflon<sup>®</sup> easycare

Carl Zeiss Vision is pleased to announce that CR Surfacing Laboratory, based in Melbourne, has been accredited as a licensed Teflon distributor. This means that from October 2007, CR Surfacing Laboratory will be able to produce Teflon Anti-Reflective coated Rx Lenses on all SOLA branded lenses in their Laboratory.

As part of the Teflon qualification process, CR Surfacing Laboratory has implemented an extensive series of quality and testing procedures and will adhere to stringent on-going quality testing criteria. The team at CR Surfacing has undergone extensive training conducted by Carl Zeiss Vision's technical support team.

Mr Tony Gray, General Manager Carl Zeiss Vision Australia and New Zealand said "this is an exciting development in the partnership between Carl Zeiss Vision and CR Surfacing Laboratory. CR Surfacing is a well respected Laboratory who has invested significantly in the latest processing technology. This arrangement will broaden the reach of SOLA and Teflon branded products and will give CR Surfacing Laboratory access to the latest AR coating technology".

"Carl Zeiss Vision has several licensing partnerships, similar to this, with Independent Laboratories in North America and they have all proven to be extremely successful."

Mr Adam Fletcher, CR Surfacing Laboratory Managing Director, stated "we're extremely pleased to be partnering with Carl Zeiss Vision. This arrangement will ensure that CR Surfacing remains at the forefront of coating technology, allowing us to leverage the support from Carl Zeiss Vision's technical resources. Our customers will enjoy the benefits of the latest coating technology supported by the strength of the Teflon branding."

If you would like information on Teflon Easy Care Coating, please contact Carl Zeiss Vision Customer Service on 1800 882 041 (Australia) or 0508 765 271 (New Zealand).



## Carl Zeiss Vision opens dedicated Customised Progressive Laboratory

Carl Zeiss Vision has officially opened the new Customised Progressive Lens Laboratory, equipped with the latest freeform surfacing and AR coating equipment. The new facility is located on the factory site in Lonsdale, South Australia.

The Australian and New Zealand markets have embraced the premium, customised progressive lens category and have clearly demonstrated a desire to provide their patients with the best possible lens choice, which is individually crafted to their own visual needs.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia & New Zealand said, "The powerful Carl Zeiss Vision lens design Morphing™ technology allows us to customise progressive lens designs to the patient's exact needs – optimising the prescription to ensure full fields of view and taking into account the actual position of wear as well as the ability to modify corridor lengths to perfectly suit the frame dimensions".

"We've experienced rapid growth in our customised progressive lens category, which is delivered on the freeform platform. The new freeform Laboratory has the capability to produce both the SOLA One Ego and HD as well as ZEISS Individual® Framefit™. Our dedicated freeform Laboratory is one of only a few Labs accredited in the world to process freeform ZEISS products".

The new Laboratory contains the entire production process from lens blank, all the way through to AR coating application and laser engraving for logos, delivering improved service times to customers.

If you would like information on freeform technology, please contact Carl Zeiss Vision Customer Service on 1800 882 041 (Australia) or 0508 765 271 (New Zealand).





## Dispensing technologies assist in ODMA success

ODMA 2007 was a success for Carl Zeiss Vision and we thank everyone who visited us on-stand - it was great to see so many familiar faces and new ones too.

This year saw a milestone for us, being the first ODMA since we became Carl Zeiss Vision. Our aim was to demonstrate how we can be a stronger partner in everyday by showcasing how the ZEISS and SOLA brands and our dispensing technologies can work together.

Our stand showcased the Relaxed Vision Terminal and iPilot dispensing technologies and our electronic ordering system RxConnect. As well as these technologies we also displayed an array of ZEISS & SOLA branded lenses including ZEISS Individual FrameFit, ZEISS Brevis, SOLA PLS Sunlenses, SOLA Compact Ultra & SOLAOne Ego.

Throughout the duration of the weekend we received much positive feedback and interest in our dispensing technologies and electronic ordering system and below is a re-cap of these for you.

### Relaxed Vision Terminal (RVT)

Relaxed Vision stands for vision optimised to meet your patient's personal requirements. With the RVT, a patient's eyes are measured

with pin point precision, taking their own special features into account. These measurements are incorporated into their premium quality ZEISS Lenses to deliver outstanding visual quality.

Relaxed Vision delivers:

- Outstanding visual quality.
- Accurately fitted progressives, including pantoscopic tilt and wrap frames.
- Less eye fatigue.
- Ultra thin, flat and light lenses.

### i.Pilot Lifestyle Dispensing

Every wearer has a unique way of life and sense of style. SOLA's computer based i.Pilot lifestyle dispensing system enables you to offer lenses that are truly personalised. The i.Pilot guides the eye care professional through a conversation with the patient about their common work and lifestyle activities.

A number of lifestyle factors are analysed and a customisation code computed. This code is used to order a SOLAOne Ego lens design for each patient's needs. Morphing technology is applied to the lens design to ensure high definition clarity. Consumers

experience an interactive dispensing process and gain confidence, knowing that their eye care professional understands them as individuals.

### Order lenses the fast and efficient way.

RxConnect is the eye care 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 eye care practices.

RxConnect is a Windows-based remote lens ordering system that allows eye care professionals to send both prescription details and an electronic frame trace - eliminating the need to send frames. It also enables eye care professionals 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 eye care professionals to transmit orders 24 hours a day, with jobs being immediately processed in our laboratory system.

RxConnect is provided free of charge and we're more than happy to assist with the purchase of a tracer where required.

## TAFE students tour Carl Zeiss Vision

Carl Zeiss Vision recently conducted a tour for first years TAFE Dispensing students and their Lecturers of the Sydney Laboratory.

Mary Koutalis, Terry Mead, Lyn Mankey and Sharda Kumar from Carl Zeiss Vision took the students through all aspects of the lab, with students being most interested in the technical process of AR coating.

Mr Patrick Novak, New South Wales TAFE Lecturer said "this was the best laboratory tour we have been to, the students were able to see first hand the processes involved in preparing lenses for patients. Students were most impressed with the AR coating process as they had never seen this before".



Mary Koutalis presented an overview of Carl Zeiss Vision and presented the students with a show-bag of information on Carl Zeiss Vision products.

"It is great to be able to take these students through our laboratory as it gives them the appreciation of how much work is involved in preparing lenses for patients. It's also provides them

with additional technical information for their future studies and their careers as dispensers," said Mary Koutalis, Carl Zeiss Vision Territory Manager.

If you would like to afford your staff with the opportunity of a Carl Zeiss Vision Laboratory tour, please contact your local Territory Manager for arrangements.

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with thousands of CD & DVD titles to choose from

**Transitions**

Healthy sight in every light™



Teflon easycare

*Healthy sight has never been so rewarding with Transitions®, Teflon® & LotuTec™.*

Carl Zeiss Vision, together with Transitions Optical, Teflon® and LotuTec™, want to entertain you! Order ZEISS or SOLA Transitions® Lenses during August, September and October 2007 and earn your choice of the latest and greatest CD and DVD titles.

Contact Carl Zeiss Vision on 0508 765 271, or your preferred Carl Zeiss Vision Lens supplier for complete details and an entry form. Brought to you exclusively by Carl Zeiss Vision.

**Transitions® Lenses**

*Dispense* 8 pairs

*Earn* 1 CD or DVD

**Transitions® Lenses with Teflon® or LotuTec™**

*Dispense* 4 pairs

*Earn* 1 CD or DVD

*Over 4,000 titles to choose from!*



CARL ZEISS VISION