

## **Press Release**

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Embargoed for publication until November 26 2007.

### **NEW: GT2 3D Progressive Lenses by ZEISS**

#### **Carl Zeiss Vision is closing the gap between vision and reality**

Carl Zeiss Vision has accepted the challenge to synchronise binocular vision in progressives so perfectly that it creates improved 3-D vision. GT2 3D – a new generation of ZEISS Progressive Lenses – ensures a natural 3-D experience and a new dimension of spatial perception for patients.

From 26 November, 2007 GT2 3D will be launched throughout Australia and New Zealand with a road show across 40 locations.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia and New Zealand said “GT2 3D Progressive Lenses optimise the complex integration between the two eyes of the wearer and their visual surroundings. Carl Zeiss Vision has conducted extensive studies of this integration with a view to understanding the progressive design parameters required for excellent binocular synchronisation and to deliver a true 3-D vision design”.

The 3-D image is created by our brain, using the information provided by our eyes. Only the perfect interaction and synchronisation of both eyes can ensure a perfect 3-D image and the best possible spatial perception. This spatial perception delivers depth, size and distance recognition that adds richness and accuracy to the vision experience.

The progressive surface of GT2 3D is designed in “real time” for both eyes according to the exact prescription of the wearer. Thanks to this optimisation, the resulting binocular fields of vision with GT2 3D is up to 40% larger than with conventional progressives.

“It’s not only the innovative technological design which makes GT2 3D Progressive Lenses so compelling but the fact that each and every lens bears the unique ZEISS DNA with its proven properties delivering fast, easy adaptation - high order aberration control, horizontal symmetry, local optical refinement and global ergonomic management” said Mr Gray.

GT2 3D is perfect for all demanding progressive lens wearers as it provides wide binocular zones and natural spatial perception delivering the highest levels of true 3-D vision quality. Produced with digital freeform surfacing technology, the GT2 3D design will always deliver design and prescription optimisation.

**Carl Zeiss Vision**  
19 Cooroora Crescent  
Lonsdale SA 5160

Telephone: 08 8392 8140  
Facsimile: 08 8392 8480  
laura.breeding@vision.zeiss.com



**CARL ZEISS VISION**

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Carl Zeiss Vision has designed GT2 3D with two corridor lengths, so that virtually all frame selections of your patients can be satisfied with one single progressive design choice:

- GT2 3D with a minimum fitting height of 18mm
- GT2 3D Short with a minimum fitting height of 14mm.

GT2 3D is available in 1.50, 1.60 and 1.67 materials in both clear and Transitions®.

*IMAGE: GT2 3D Product Marketing Imagery*

Further Information:  
Laura Breeding  
Marketing Communications Manager  
Carl Zeiss Vision  
[laura.breeding@vision.zeiss.com](mailto:laura.breeding@vision.zeiss.com)  
08 8392 8140

