

## Press Release

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### Introducing GT2 3D ASIANA by ZEISS

Carl Zeiss Vision's commitment to cutting-edge research has shaped a new level of interaction between the lens and the eyes. The result is an improvement in the level of comfort, reduction in visual fatigue and an increase in the wearer's field of vision. In our constant pursuit to give wearers clarity of vision, we have developed the newest progressive lens from Carl Zeiss, GT2 ASIANA.

With more than 160 years experience in research and development across all facets of optics, Carl Zeiss is leading the way in product innovation. This has led our lens design research scientists to develop an enhanced progressive for the Asian face, resulting in the development of GT2 3D Asiana by ZEISS.

The shape of a face is an important factor when it comes to designing progressive lenses. The craniometry, or the underlying bone structure of the head and face, has a marked difference between Caucasian and Asian populations. Often, the cheek structure of the Asian face has a flatter profile and the bridge of the nose is less pronounced. These two factors combined reduce the amount of Pantoscopic Tilt and the degree of Bow Angle found in Asian wearers.

Mr Tony Gray, Managing Director Carl Zeiss Vision Australia & New Zealand said " these differences in facial structure have a significant impact on how a spectacle frame rests on the nose and over the ears. The way the frame rests on the face determines how the lenses are positioned in relation to the eyes. The positioning of the lenses is a vital factor that determines the visual performance a wearer experiences".

Carl Zeiss Vision's research team evaluated the Position-of-Wear of spectacle lenses in frames worn by a group of Asian patients. This research involved the measurement of the key Position-of-Wear values on a range of subjects using the highly accurate ZEISS-designed digital centration instrument known as the RVT (Relaxed Vision Terminal).

As a result of this study, the Position-of-Wear values for the new GT2 3D Asiana design were found to be essentially different to that of a Caucasian wearer.



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Position-of-Wear Parametres	GT2 Asiana Value	Comparative "Caucasian" Value
Pantoscopic Tilt	4°	9°
Back Vertex Distance	12mm	12mm
Bow Angle	0°	5°
Pupil Distance (binocular)	63mm	64mm

Carl Zeiss uses these research findings as the standard Position-of-Wear values for each pair of GT2 3D Asiana produced and delivers the highest possible quality in binocular vision.

"GT2 3D ASIANA has the same features and benefits of GT2 3D, including 2 corridor lengths and is available in a complete material range" said Mr Tony Gray.

GT2 3D ASIANA is available now from Carl Zeiss Vision.

For further information on GT2 3D ASIANA, Eyecare professionals should contact Carl Zeiss Vision Customer Service on 1800 882 041 (Australia), 0508 765 271 (New Zealand) or contact their local Carl Zeiss Vision Territory Manager.

Image 1: GT2 3D Asiana by ZEISS trade brochure cover image

Image 2: The differences in Position-of-Wear for Asian and Caucasian spectacle wearers

Further Information:

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