

## Press Release

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Embargoed for publication until March 16 2009

### NEW: Introducing SOLA Synchrony Progressive Lens

On March 16 2009, Carl Zeiss Vision will launch a NEW SOLA branded progressive lens - Synchrony™. Synchrony is designed to offer outstanding optics within the price conscious progressive category. Synchrony takes a unique, wearer-focused approach to the progressive lens design that is more precisely matched to the visual activities of the wearer.

Synchrony is designed for success; meeting the challenge of retail progressive lens dispensing. Offering a balanced design means that Synchrony delivers true clarity and comfort for every wearer's visual activities and meets the diverse needs of all patients. Wearer satisfaction and dispensing success all comes together in Synchrony.

With a generous distance area for viewing objects far away, a large intermediate area for mid-range activities and a wide near area for more reading room, Synchrony is designed to meet your patients' viewing needs in all areas. Synchrony has a minimum recommended fitting height of 17mm and is available in a wide range of materials, power ranges and as a clear or Transitions® option.

"We're very excited about the launch of Synchrony because it offers eyecare professionals a modern choice and a true step forward in the optical performance of progressive lenses that sit within the price conscious category. The SOLA Synchrony Progressive Lens offers a truly balanced design that delivers a generous distance area, a large intermediate area and a wide near area" said Mr Tony Gray, Carl Zeiss Vision Managing Director Australia/New Zealand.

With the introduction of the NEW SOLA Synchrony Progressive Lens, Carl Zeiss Vision will be discontinuing the SOLA Graduate progressive lens in all materials SOLA Synchrony will replace the SOLA Graduate in the Carl Zeiss Vision portfolio for the value conscious consumer. Tony Gray, Carl Zeiss Vision Managing Director Australia/New Zealand said "Graduate was launched way back in 1984 and has been a tremendous product for us over the years. Many opticians who have been in the industry for years have used this product with great success and will be sad to see it go, however we feel it is very important that we replace Graduate with a newer technology design but at the same great price".

Synchrony will be available in a complete range of lens materials; immediately in Polylite 1.59 and Hard Resin 1.50, with 1.60 becoming available in June. All material indices will be available as clear and Transitions® lens options.

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CARL ZEISS VISION

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For more information on SOLA Synchrony Progressive Lenses, eyecare professionals should contact Carl Zeiss Vision on 1800 882 041 or their local Carl Zeiss Vision Territory Manager.

Image 1: Synchrony Logo

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