

Press Release

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Embargoed for publication until March 1 2007.

NEW: Compact Ultra Progressive Lens Design Lowest minimum fitting height of any leading short corridor progressive

On March 5 2007, Carl Zeiss Vision will launch a new SOLA branded progressive lens – Compact Ultra™. Compact Ultra is specifically designed to offer outstanding optics in small and ultra small frames.

Compact Ultra features a 9mm corridor and 13mm fitting height – the lowest recommended minimum fitting height of any leading short corridor progressive lens. Wearers will enjoy the benefits of unsurpassed full-power reading vision in small frame styles.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand, said “Across many industries, “small” consumer products just keep getting smaller! Frames are no different – which means we need lenses that can provide better optics for those ultra small frame options. Consumers vision quality no longer has to be compromised to accommodate ultra small frames.”

“We’re very excited about the launch of Compact Ultra because it offers eyecare professionals a true step forward in the optical performance of progressive lenses in small frames. We have over 50 launch events planned around Australia and New Zealand during March – where audiences will have the opportunity to learn about the benefits of Compact Ultra that make smaller frame selection so much easier for practitioners and consumers.”

Compact Ultra was first launched in Europe in 2006, where it has quickly proven it’s capability at providing full vision for all distances, together with easy adaptation.

Compact Ultra will be available in a complete range of semi finished lens materials, including Finalite 1.60, PolyLite 1.59 and Hard Resin 1.50. All material indices will be available as clear and Transitions® lens options.

In addition, Compact Ultra HD (freeform) will be available in Hiperlite 1.67 and Finalite 1.60 clear and Transitions® lens materials. As a freeform progressive lens design, Compact Ultra HD will offer wearers the best possible visual clarity.

All eyecare professionals are welcome to attend a Compact Ultra launch event in March. Event details and product information are available from Carl Zeiss Vision Customer Service on 1800 882 041.

Further Information:

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