

Press Release

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For Immediate Release

NEW from Carl Zeiss Vision: Revolutionary ZEISS progressive lens that fits any frame – now manufactured in Australia

In February 2007, Carl Zeiss Vision will commence local Australian production of ZEISS Individual *FrameFit*[™], a revolutionary new progressive lens design.

First launched in late 2006, ZEISS Individual *FrameFit* is a freeform progressive lens design that offers the optical benefits of individual optimisation for every power.

The key new and unique feature that ZEISS Individual *FrameFit* offers is a variable progression zone. For the first time, eyecare professionals can vary the progression zone and order fitting heights between 14 and 20mm. The lens design can be adapted to each patient's frame – with the key benefit to the patient being freedom of frame choice.

Measuring the correct corridor length for ZEISS Individual *FrameFit* is simple and fast with an innovative centration chart. A sliding mechanism within the centration chart allows eyecare professionals to adjust the corridor length until an acceptable near power is achieved, providing a *FrameFit* value for ordering.

Until now, ZEISS Individual *FrameFit* needed to be ordered from Germany. Carl Zeiss Vision Australia is one of the first laboratories outside of Germany to be accredited by Carl Zeiss to process the unique ZEISS Individual *FrameFit* design.

According to Mr Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand, "ZEISS Individual *FrameFit* offers some very real, unique benefits. For dispensers, it means a much easier dispensing process – they simply won't have to advise patients that the frame they've chosen is not suitable. For wearers, it means they can choose any frame they please, and be guaranteed of outstanding optical performance."

"Processing ZEISS Individual *FrameFit* here in Australia means we can now offer this unique new product with regular local service times. The product is readily available and accessible across Australia and New Zealand."

For more information on ZEISS Individual *FrameFit*, eyecare professionals should contact Carl Zeiss Vision on 1800 882 041 or their local Carl Zeiss Vision Account Manager.

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