

Press Release

4/04/2007

For Immediate Release.

LAUNCH SUCCESS: Carl Zeiss Vision makes 13 a lucky number with the introduction of Compact Ultra™.

During March 2007, Carl Zeiss Vision launched a new SOLA progressive lens – Compact Ultra, the first progressive lens that can be dispensed with a minimum fitting height as low as 13mm.

Over 50 launch events were held around Australia and New Zealand with audiences having the opportunity to learn about the benefits of Compact Ultra which now makes ultra small frame selection so much easier for practitioners and consumers.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand, said "Over 1,000 eyecare professionals attended the launch events, making it our most successful product introduction for many years. Audiences were genuinely impressed with Compact Ultra's substantial reading area, even in frame designs that only allow for a fitting height of 17mm to 13mm".

"From retail research we have conducted on the prevalence of small frames in practices, we believe Compact Ultra is the lens that eyecare professionals have been waiting for. Initial sales of Compact Ultra and the positive feedback we have received to date indicate that this market is really looking for a high performing small frame progressive lens" said Mr Tony Gray.

Compact Ultra is specifically designed to offer outstanding optics in small and ultra small frames, featuring a 9mm corridor and 13mm fitting height – the lowest recommended minimum fitting height of any leading short corridor progressive lens.

Compact Ultra is 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) is available in HiperLite 1.67 and Finalite 1.60 clear and Transitions® lens materials. As a freeform progressive lens design, Compact Ultra HD offers wearers the best possible visual clarity.

For further information on Compact Ultra™ please contact Carl Zeiss Vision Customer Service on 1800 882 04 or your Laboratory of choice.

Further Information:

Laura Breeding
Marketing Communications Manager
Carl Zeiss Vision
laura.breeding@vision.zeiss.com
08 8392 8140

IMAGE 1: Michael, Howard & the team from Advanced Optical with Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand enjoying the Melbourne Launch at FixJam.

IMAGE 2: Fatin & Ernest Tobia & Carl Zeiss Vision's Dispensing Technology Sales & Development Manager, Sarah Haggerty at the Tea Room, Queen Victoria Building for the Sydney launch.

Carl Zeiss Vision
19 Cooroora Crescent
Lonsdale SA 5160

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



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