

Press Release

17/12/2007

LAUNCH SUCCESS: A vision become reality with GT2 3D Progressive Lenses by ZEISS

During November and December 2007, Carl Zeiss Vision launched the new ZEISS Progressive Lens – GT2 3D providing a natural 3-D experience and a new dimension of spatial perception for patients.

Over 40 launches were held around Australia and New Zealand with audiences having the opportunity to learn how synchronising binocular vision perfectly in progressive lenses creates improved 3-D vision.

Mark Thyssen, Carl Zeiss Vision Director Product Management Asia Pacific, and Heinrich Raub, Carl Zeiss Vision Product Management Asia Pacific shared presenting duties with audiences in Adelaide and Perth receiving their presentation from Mark Thyssen and Heinrich Raub presenting to major cities throughout Australia's eastern seaboard and New Zealand.

Mr Tony Gray, Carl Zeiss Vision General Manager Australia/New Zealand, said "Over 1,200 eyecare professionals attended the launch events, with audiences genuinely impressed with this exciting new ZEISS product".

"GT2 3D has been designed based on extensive wearer research of 250,000 spectacle wearers, ensuring the product delivers a smooth transition in power and highly accessible viewing zones. The positive feedback we have received to date suggests that the market is looking for premium products that are supported by powerful brands like ZEISS. GT2 3D is produced in our new purpose built Customised Progressive Lab in Adelaide, ensuring reliable supply and a price point that allows practitioners to make ZEISS available to all of their patients".

GT2 3D is optically optimised, taking into account the patients position of wear and has been specifically designed in two corridor lengths so that virtually all frame selections can be satisfied with one single progressive lens:

- GT2 3D with a minimum fitting height of 18mm
- GT2 3D Short with a minimum fitting height of 14mm.

GT2 3D is available in a full range of materials - 1.50, 1.60 and 1.67 in both clear and Transitions®.

Further Information:

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