

## Press Release

28/11/2008

For Immediate Release

### NEW from Carl Zeiss Vision: ZEISS Finished Single Vision

In early 2009, Carl Zeiss Vision will be releasing a NEW range of ZEISS Finished Single Vision lenses.

Key features that the NEW ZEISS Finished Single Vision range offers:

- Extended ranges in all materials
- 1.67 range goes up to a -4.00 cyl
- Noticeably thinner and lighter across all index's
- Very competitive pricing
- The renowned ZEISS brand - the latest in innovation and technology, offering precision optics and innovation.

According to Mr Tony Gray, Carl Zeiss Vision Managing Director Australia/New Zealand, "The NEW ZEISS Finished Single Vision range offers some very real, unique benefits. The aesthetics of the lenses are superior to any of our other finished single vision lenses, being much thinner and lighter than ever before. The new range is very attractive in many respects and with the ZEISS brand you will always be guaranteed of outstanding optical performance."

The NEW range of ZEISS Finished Single Vision Lenses will be available in early 2009. The product will be readily available and accessible across Australia and New Zealand.

For more information on ZEISS Finished Single Vision Lenses, eyecare professionals should contact Carl Zeiss Vision on 1800 882 041 or their local Carl Zeiss Vision Territory Manager.

Further Information:

Pamela Andrews

Marketing Communications Manager

Carl Zeiss Vision

[pamela.andrews@vision.zeiss.com](mailto:pamela.andrews@vision.zeiss.com)

08 8392 8144

