



ZEISS DriveSafe Lenses

One pair of glasses for everyday use and safer driving.

Many people feel insecure, uncomfortable and stressed when driving, especially in difficult light and weather conditions such as rain and mist, or at dusk or night. On average 83% of spectacle lens wearers* also drive. Driving can be a real challenge for everybody – no matter how long the distance, and good vision is vital for safety.

With ZEISS DriveSafe Lenses, ZEISS is introducing a new lens product category for everyday use. It is specifically designed to meet the vision needs of people who want to feel safer and more comfortable when driving with their everyday lenses. ZEISS DriveSafe Lenses are available in both single vision and progressive lens types.

* Source: Market research study with 36 ECPs and 480 consumers in the US and Germany/August 2013

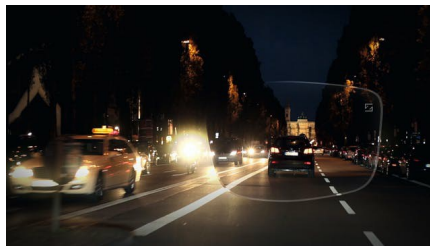
ZEISS developed an everyday lens solution consisting of three elements to make driving safer and more comfortable.

- ✓ Luminance Design® Technology by ZEISS takes into account the **pupil size** in low-light conditions
- ✓ ZEISS DuraVision DriveSafe Coating reduces perceived glare.
- ✓ ZEISS DriveSafe Lens Design incorporates an **up to 43% larger** mid-distance zone for easier focus switching between the dashboard and mirrors. And up to 14% larger far-distance vision zone for a wider view of the road.

1//
Better vision in low-light conditions for safer and more comfortable driving



2//
Reduced glare at night from oncoming cars or street lights



3//
Clear visibility of the road, dashboard, rear-view mirror and side mirrors

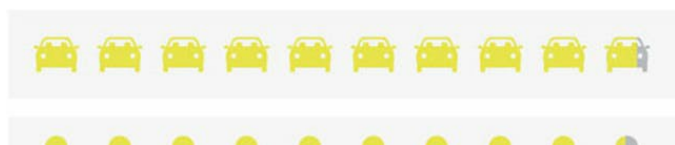


The benefits for the wearer

One pair of glasses for everyday use and safer driving:

- ✓ Better vision in low light conditions for safer and more comfortable driving
- ✓ Reduced glare at night from oncoming cars or street lights
- ✓ Accurate vision of the road, dashboard, rear-view mirror and side mirrors

Wearers are very satisfied with ZEISS DriveSafe Lenses*



97% when driving

94% doing everyday tasks, e.g. work in the office

1// Better vision in low light conditions.

Luminance Design® Technology by ZEISS.

The challenge

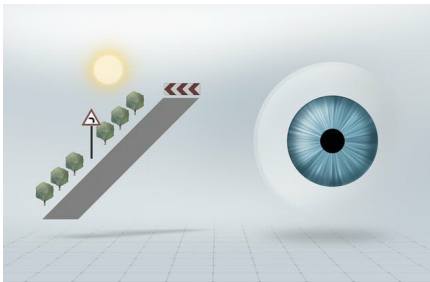
The pupil reacts to light intensity from its surroundings, specifically the light that directly strikes the eye. In daylight conditions, the pupil diameter is small, whereas it is large at night. In low light, so-called mesopic conditions, i.e. twilight, rainfall, dark days or night driving, the pupil diameter is in-between small and large. Space perception, as well as distance assessment, becomes more difficult for the driver. After intensive research in the field of mesopic vision*, the rationale for the development of ZEISS Luminance Design™ Technology was identified and verified during wearer trials. In a nutshell: there is bright light (photopic vision), no light (scotopic vision) and in-between low light (mesopic vision). In mesopic conditions, the light intensity, and thus the pupil size changes: a challenge for visual performance.

*For more information please refer to the ZEISS DriveSafe White Paper

ZEISS solution

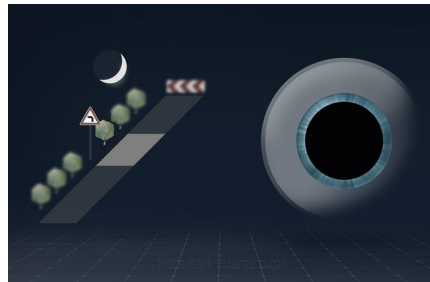
ZEISS developed the new Luminance Design® Technology (LDT), which takes into account different light conditions and pupil sizes to improve the lens design for natural vision at all times. LDT incorporates the pupil size for driving in mesopic conditions and optimises the lens design accordingly: the adapted pupil sizes used in the optimisation algorithms are 5.0 mm in single vision lenses and 4.3 mm in progressive lenses.

As a result, wearers have better vision in low-light conditions.



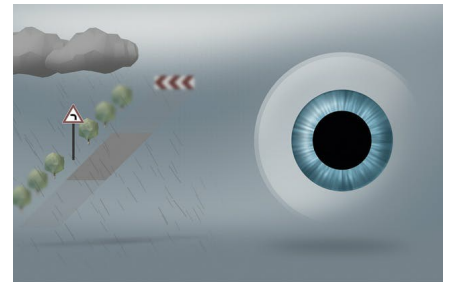
Bright light = photopic vision with small pupil

Large depth of focus, relaxed space perception



No light (darkness) = scotopic vision with large pupil

Small depth of focus



Low light = mesopic vision with varying pupil size

Challenging conditions due to variation in depth of focus



Product Availability

	Clear	Tinted	PhotoFusion	Transitions®	Polarised
Plastic 1.74	■				
Plastic 1.67	■	■	■	■	■
Plastic 1.6	■	■	■	■	■
Plastic 1.5	■	■	■	■	■

Polycarbonate



Trivex



Polarised lenses may reduce the visibility of images produced by certain LCD/LED screens. Therefore please check visibility before usage with digital devices.

Please find detailed information in the ZEISS price list.

Variable fitting height

Recommended & standard fitting height

14 – 20 mm

18 mm

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ZEISS is one of the world's leading manufacturers of spectacle lenses, and is committed to delivering maximum precision and comfort. ZEISS designs and produces lenses, instruments and measurement systems, as well as retail concepts and technology services that continue to raise the bar in vision care.

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ZEISS Customer Service

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