

# Single Vision Like Never Before

## Zeiss Individual™ SV

- Breakthrough edge-to-edge clarity.
- Up to 50% wider fields of view\* than standard single vision.
- Can be fully personalized for each patient's exact prescription, frame, panto, wrap and vertex.
- Personalized patient micro-engraving, authenticity card and cleaning cloth.
- Packaged with premium ZEISS anti-reflective coating.
- Differentiates your practice.

For more information contact:

Luzerne Optical Laboratories Ltd 800-233-9637  
or on the web at [www.LuzerneOptical.com](http://www.LuzerneOptical.com).

Standard Single Vision



Zeiss Individual™ SV



**Breakthrough clarity in single vision. Edge-to-edge clarity across the Rx range.**  
Simulated comparison for Rx +3.00 -1.50 x 135 with Wrap 15°, Panto 15°, Vertex 13mm.

Precisely Personalized Single Vision Lenses



# Precise Personalization for a New Generation

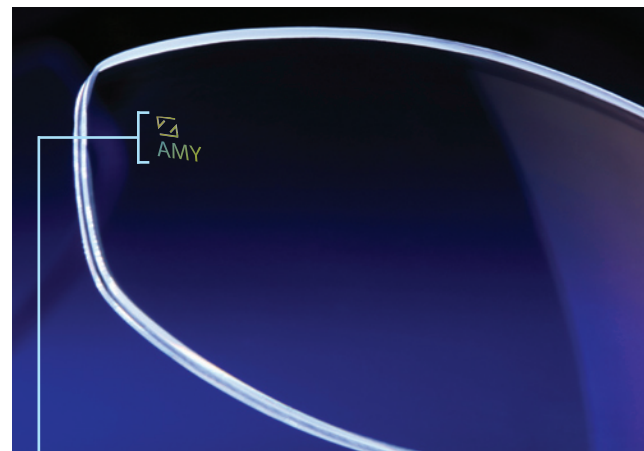
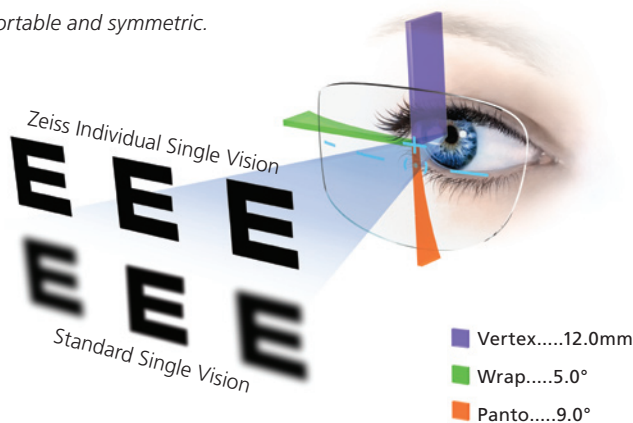
## Breakthrough Edge-to-Edge Clarity in Single Vision

Zeiss Individual™ SV lenses revolutionize the single vision lens category, improving visual performance and practice success. Using proprietary technology, Zeiss Individual SV can be fully personalized to each patient's prescription, frame wrap, vertex and pantoscopic tilt to deliver breakthrough visual acuity.

Because standard and even aspheric single vision lenses are designed to cover many prescriptions with a few base curves, they can't precisely match most patient's vision needs. Nor can they account for the exact way each patient's lenses are fit and worn. This can cause power errors of up to 0.75D away from optical center – the equivalent of going from 20/20 to 20/40 or worse.

Zeiss Individual SV uses precise personalization to virtually eliminate the visual compromises found in both standard and aspheric single vision lenses, creating a one-of-a-kind lens for every one-of-a-kind patient.

*Zeiss Individual™ SV ensures that visual acuity is maximized and the field of view is wide, comfortable and symmetric.*



Precise, polished and personalized with a unique, discrete laser-etching of the patient's name or initials (3 letters).

## Single Vision Like Never Before

- Up to 50% wider fields of view\* with superior visual acuity for true edge-to-edge clarity.
- Each lens is personalized for the patient's exact combination of sphere, cyl and axis for optimum optics across the Rx range.
- Fully compensated for each patient's vertex, fit height, pantoscopic tilt and frame wrap angle.
- Thinner, flatter lens profile with full optical optimization.
- Packaged with the best AR: PureCoat™ by ZEISS, Teflon® Clear Coat or Carat Advantage®.
- Exacting fabrication for every lens through Precise-Form™ processing.

## Zeiss Individual™ SV Availability

Material	Color	Diameter	Rx Range	CYL
1.50 Hard Resin		75/80	-6.00 to +6.00D	-4.00D
1.50 Transitions® VI	Gray/Brown	75/80	-6.00 to +6.00D	-4.00D
1.50 NuPolar® Polarized	Gray/Brown	70/75	-6.00 to +6.00D	-4.00D
1.59 Polycarbonate		72/77	-10.00 to +8.00D	-4.00D
1.59 Polycarbonate Transitions® VI	Gray/Brown	72/77	-10.00 to +8.00D	-4.00D
1.59 Polycarbonate NuPolar® Polarized	Gray/Brown	72/77	-10.00 to +8.00D	-4.00D
1.60 High Index		75/80	-10.00 to +8.00D	-4.00D
1.67 High Index		70/75	-12.00 to +8.00D	-4.00D
1.67 Transitions® VI	Gray/Brown	70/75	-12.00 to +8.00D	-4.00D

## Breakthrough Opportunity for Your Practice

For too long, single vision lenses have given you few opportunities to offer superior performance and increase profitability. Zeiss Individual SV empowers your practice with a level of personalized patient care that isn't available everywhere else. And it creates a new premium lens category that will grow your practice.

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\* Data on file.

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