



// DISPENSING TOOLS & INSTRUMENTS
MADE BY ZEISS

Product Catalogue 2014/2015



We make it visible.

Optometry in the 21st century

Welcome to the new age of technology

The development and evolution of technology has greatly improved our lives. From booking a ticket to online banking, technology has made everything easier, faster and more comfortable. These innovations have equally impacted the field of eye care.

Eye care professionals like yourself are turning away from paper and embracing such technological innovations in their practice. The adoption of high technology is key for enabling easier interaction with patients, more exact and faster measurements as well as differentiation in the market.

From **A**namnesis to finished **Z**EISS lenses, and all the steps in between, our dispensing tools are designed to allow you to spend more time on what matters most – your patient – and to aid you in prescribing the best vision solution.

When it comes to better vision for your patient, the outcome is the key. We know about your needs as an eye care professional in the 21st century and offer complete business solutions to support you in delivering the best vision care.

ZEISS pioneered centration systems in 1992 with the first video centration system Video Infral I, followed by Video Infral II in 1999. Today, more than 15 million patients in more than 30 countries are measured with ZEISS technology every year. And more than 10,000 devices are now used all around the world.

“When asked about what is most important in the doctor’s office, an overwhelming 88.9% said it is very or somewhat important that the doctor’s office utilizes the latest technology and equipment.”

Jobson Optical Research, 2012

Driving innovation is the past, present and future of ZEISS



// 1 Exam & Refraction



ZEISS i.Profiler^{plus}

New



ZEISS VISUSCREEN 500

New



ZEISS VISUPHOR 500

// 2 Lens Fitting & Consultation



ZEISS i.Terminal 2

// 3 Productivity & Efficiency Tools



New

ZEISS i.Com mobile (for iPad) and i.Com server



ZEISS i.Com Software (for WIN PC) and i.Com server



LOGON

All ZEISS instruments and applications are designed and interlinked for seamless integration into your practice workflow.

ZEISS offers professional instruments for exam and refraction (VISUSCREEN 500, VISUPHOR 500 and i.Profiler^{plus}), leading to specialized lenses with i.Scription[®] technology, as well as a premium instrument for lens fitting (i.Terminal[®] 2) which yields fast and simple centration data. Productivity tools such as LOGON[®] (eyeglass online ordering) and i.Com mobile/i.Com (data management system for

iPad/desktop PC) enable a standardized consultation and sales process as well as the smooth flow of all measurement data, including administration and archiving. Staying abreast with emerging technologies and the most innovative instruments has revolutionized practices around the world. Discover the ZEISS product portfolio and solutions designed with the success of your business in mind.



2014

VISUSCREEN 500

2014

VISUPHOR 500

2014

i.Com mobile



"This [ZEISS i.Scription technology] is the standard of care necessary to have in a private practice if you are going to be successful in the 21st century."

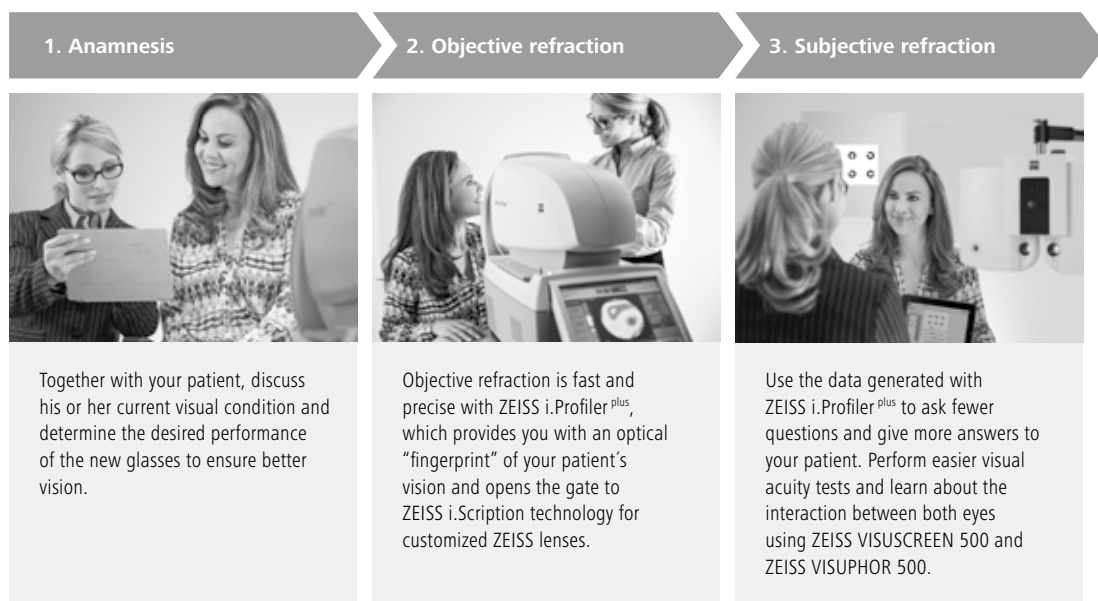
Dr. David Kaplan, Family Eyecare of Glendale, USA

Hand in hand with technology

ZEISS Analysis guides you to customized ZEISS lenses

With the ZEISS Analysis – a 21st century standard of care – patient examination becomes a technology-driven experience thanks to the integration of ZEISS dispensing instruments into the consultation process.

Learn about your patients' eyesight in great detail, even under low light conditions, so you can ask less questions and have more answers. Ensure a comfortable frame and lens fit for optimum performance by capturing your patients' fitting parameters with just a few clicks. Store and manage the captured patient data and place a direct order through ZEISS productivity and efficiency tools. All ZEISS measuring instruments are interlinked so you and your patients can enjoy a new standard of care from beginning to end.



// 1 Exam and Refraction



4. Selecting the right frame

5. Frame and lens fitting

6. Lens selection

7. Deliver better vision



Not only are the lenses important, but so is the frame. Together with your patient, choose the one which fits his or her face and lifestyle best.



Capture your patient's individual fitting parameters using the ZEISS i.Terminal 2. In just 60 seconds obtain all necessary data with a precision of 1/10 mm. This will allow you to optimize your patient's vision and provide a fully customized lens.



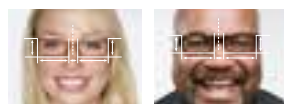
Based on the results of your patient's tests, identify and recommend the ZEISS lens which suits his or her visual requirements best. Your patient data is transferred to and stored in ZEISS i.Com. Thanks to its link to ZEISS LOGON ordering system and common PMS, placing an order becomes fast, easy and secure.



Your patient's new pair of ZEISS glasses has been tailored to his or her specific visual requirements to ensure full satisfaction and a premium patient experience.

// 2 Lens Fitting & Consultation

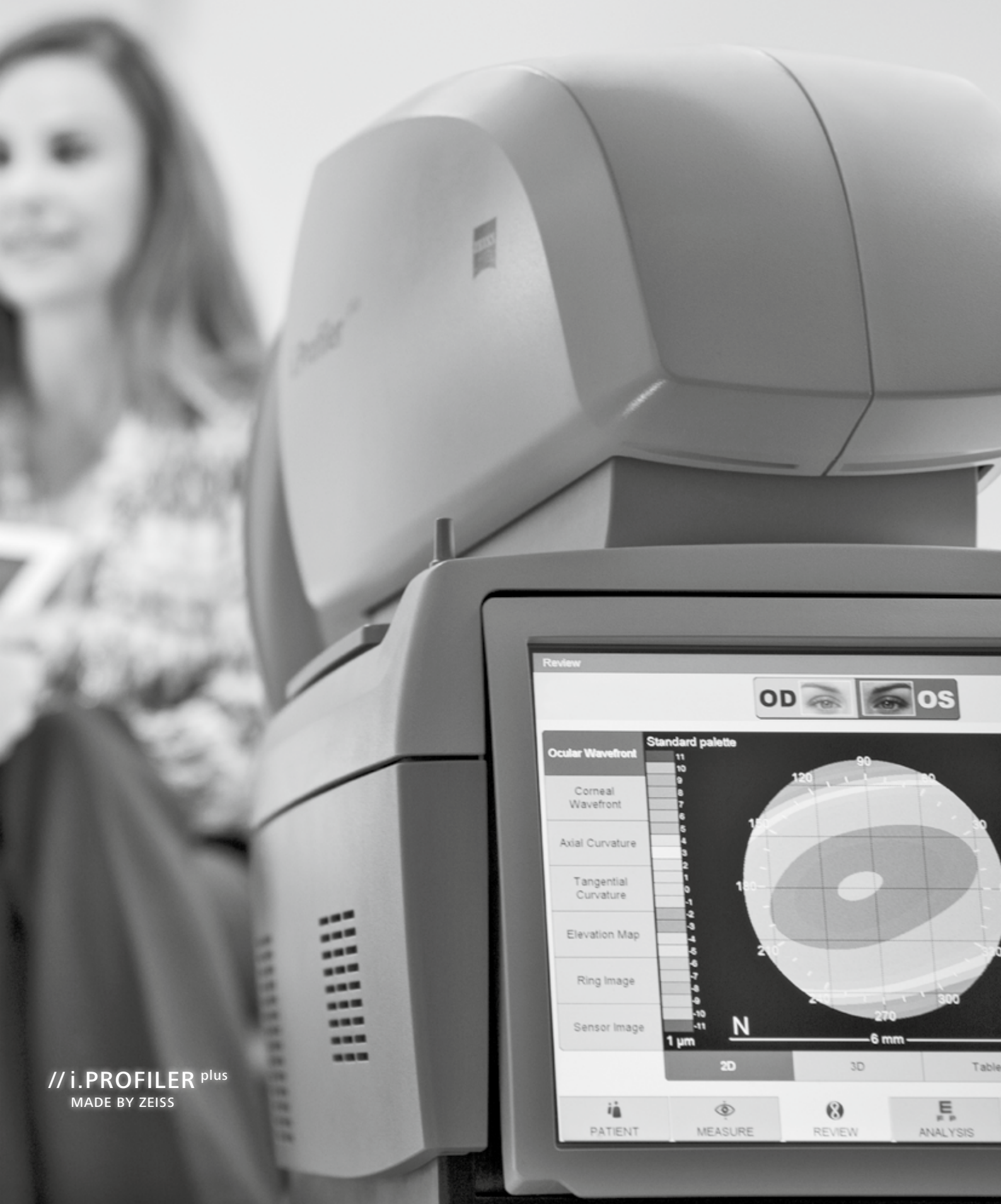
// 3 Productivity & Efficiency Tools



ZEISS customized lenses because every face is different



The moment you have less questions
and more answers for your patient.

This is the moment we work for.



//i.PROFILER plus
MADE BY ZEISS

Review

OD  OS 

	Standard palette
Ocular Wavefront	11
	10
	9
Corneal Wavefront	8
	7
	6
	5
Axial Curvature	4
	3
	2
	1
Tangential Curvature	0
	-1
	-2
Elevation Map	-3
	-4
	-5
Ring Image	-6
	-7
	-8
	-9
Sensor Image	-10
	-11

1 μ m

6 mm

2D 3D Table

PATIENT MEASURE REVIEW ANALYSIS

// 1 Exam and Refraction

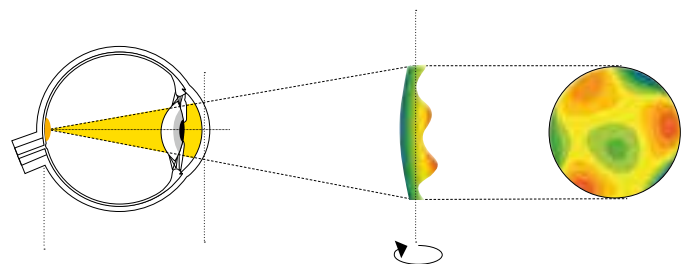
The eye is one of the most complex systems in the human body. The numerous elements within this system come together to build a whole where even the smallest imperfection leads to distortion.

Optimum visual performance derives from the best cylinder/axis/sphere combinations, which can be determined through both subjective and objective refraction. Enhance your refraction process with the brand new subjective refraction unit by ZEISS for modern vision testing: the ZEISS VISUSCREEN 500 with Polatest technology and the ZEISS VISUPHOR 500. Since the introduction of the first Polatest in 1961, ZEISS has provided different instruments for subjective refraction. With numerous advances throughout the years, ZEISS VISUSCREEN 500 with Polatest technology represents the latest ZEISS technology in refractive testing.

Both devices combined with ZEISS i.Profiler^{plus} provide the best solution and form a complete refraction line which is interconnected by ZEISS i.Com mobile.

Objective refraction reaches a new level with ZEISS i.Profiler^{plus}, an instrument based on innovative wavefront technology that precisely and objectively measures the vision profile of your patients – including highly dilated pupils to simulate night and twilight conditions. ZEISS i.Profiler^{plus} with i.Scription technology is the second generation of autorefractors by ZEISS, following the i.Profiler from 2007.

ZEISS instruments are designed to thoroughly examine your patients while providing them with a comfortable and technology-driven experience. The collected data will support you in providing your patient with a prescription that is as individual as their eyes, and profoundly different in terms of visual performance.



Autorefractometer with the i.Profiler^{plus} by ZEISS

Less questions and more answers

The correct lenses can only be prescribed when you have enough information about your patient's eyes. Let ZEISS i.Profiler^{plus} provide you with a detailed visual profile so you can have less questions and more answers for your patient.

The ZEISS i.Profiler^{plus} is the 4-in-1 compact system with ocular wavefront aberrometer, autorefractometer, ATLAS corneal topographer and keratometer. The fully automated measurement procedure, with easy-to-use touch screen control, enables all measurements of both eyes in approximately 60 seconds. The eye's refractive power distribution is analyzed and represented across the entire pupil aperture. This is what distinguishes the ZEISS i.Profiler^{plus} from conventional autorefractors and what opens the gate to ZEISS lenses with i.Scription technology.

Fully automated measurement procedure

Adjustable chin and headrest for comfortable and intuitive head positioning



High-resolution Hartmann-Shack wavefront sensor. The wavefront is sampled at up to 1,500 points across 7 millimeter pupil aperture



reddot design award winner 2011



"As a ZEISS partner with the ZEISS i.Profiler^{plus} I represent the best in the market, especially in terms of quality and innovation."

Dario Ricci, Ottica Ricci, Italy

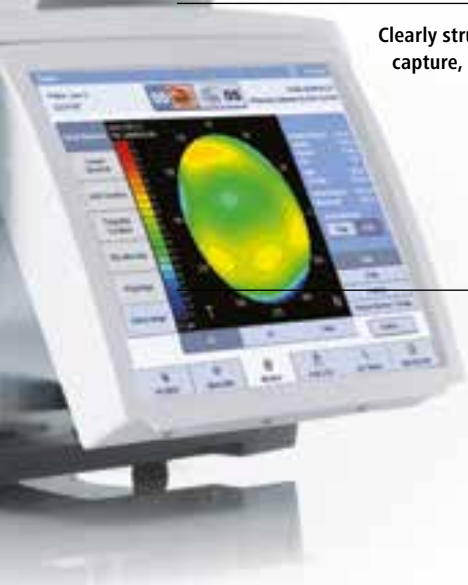
New

Remotely control the ZEISS i.Profiler^{plus} via ZEISS i.Com mobile and demonstrate the patient's i.Scription Analysis on the iPad



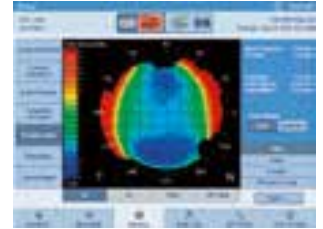
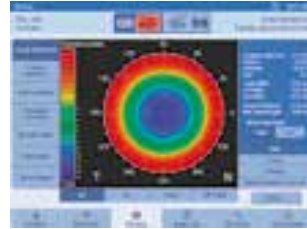
Access to ZEISS i.Scription technology by ZEISS for improved night vision

Clearly structured functions enable capture, evaluation, presentation and analysis of data



Touch screen control enables all measurements of both eyes in 60 seconds

The measurement data from the ZEISS i.Profiler^{plus} is saved on the ZEISS i.Com data management system and can be used for future consultations, ordering and archiving without any need of further measurements. It interfaces with most common PMS systems for a smooth workflow guarantee. ZEISS i.Com and ZEISS i.Profiler^{plus} are available together as a package solution. The system can be extended by ZEISS VISUSCREEN 500 and ZEISS VISUPHOR 500 (read more on page 16).



ZEISS i.Profiler^{plus} features a high-resolution wavefront measurement and corneal topography which provide you with all data needed in order to evaluate the refractive status of your patient's eyes.



The analysis mode enables you to visualize the impact of different aberrations on your patient's vision, including up to 7th order Zernike aberrations. Additionally, the benefits of ZEISS i.Scription technology can be simulated through the point-spread function.

Technical Data, Wavefront

Measuring range	sphere: -20 D to +20 D
Axis	0° – 180°
Measuring surface	2.0 mm to 7.0 mm (3 zones)
No. of measuring points	Up to 1500
Method	Hartmann-Shack
Reference wavelength	1 555 nm (ISO 24157)

Technical Data, Corneal Topography

No. of rings	22 (18 complete rings)
No. of measuring points	3,425
Detected corneal surface at 42.125 D	Dia. 0.75 mm to 9.4 mm
Diopters	Measurement range 25 to 65 D
Accuracy	± 0.05 D (± 0.01 mm)
Reproducibility	± 0.10 D (± 0.02 mm)
Type A	Complies with 19980

Physical Data

General dimensions	600 x 420 mm
Weight	30 kilograms
Power connection	100 V~ to 240 V~
Supply frequency	50 Hz to 60 Hz
Power consumption	≤ 200 VA

The moment driving at night becomes comfortable and safe.

This is the moment we work for.



//i.SCRPTION TECHNOLOGY
MADE BY ZEISS

ZEISS precision lenses with i.Scription technology

The outcome is the key

ZEISS i.Profiler^{plus} does not only provide you with a better prescription, but also gives you access to an optimized, individualized lens solution with ZEISS i.Scription technology for improved color and contrast vision as well as better night vision.

With customized ZEISS lenses with i.Scription technology, your patients benefit from:



Better night/ low-light vision:
Looking directly at a light source at night, such as car headlights, results in glare and halo effects. ZEISS i.Scription technology reduces image noise.



Better visual contrast:
Seeing contrast, such as white letters on a black background, is especially challenging for the eyes. ZEISS i.Scription technology sharpens contrast.



Better color vision:
ZEISS i.Scription technology adds more brilliance to life and lets lens wearers see colors as they really are: bright and more intense.

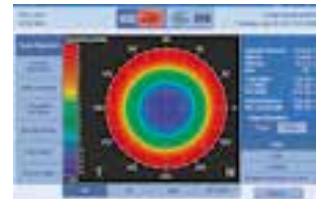
ZEISS i.Profiler^{plus} enables i.Scription technology through precise, automated measurement of your patient's visual profile.



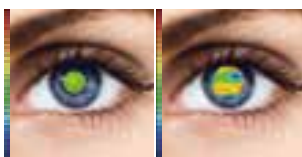
Using Wavefront technology
the ZEISS i.Profiler^{plus} generates a detailed visual profile of both eyes in just 60 seconds with up to 1,500 data points.



A beam of light
will enter the eye to measure how light passes through the eye to map all optical properties, including higher order aberrations which are responsible for decreased vision at night and under low light conditions. This process will take place in a few seconds.



ZEISS i.Scription technology
involves an innovative, patented algorithm¹ which combines the subjective refraction values with the ZEISS i.Profiler^{plus} ocular wavefront aberrometry data to calculate an individualized prescription to 1/100th of a diopter – incorporated in a ZEISS lens with i.Scription technology.



Daytime:
good vision

Nighttime: blurry
vision & halo effects

Why is i.Scription technology particularly beneficial in low light conditions?

Conventional manifest refraction is performed in well illuminated rooms, leading to prescription values that work well in daylight situations. However, as the pupil enlarges in low light situations, the peripheral aberrations of the eye can lead to refractive shifts that make the conventional prescription no longer valid. ZEISS i.Scription technology is able to combine the information about peripheral aberrations provided by ZEISS i.Profiler^{plus} together with manifest refraction, resulting in an optimized prescription to provide better day and night vision.

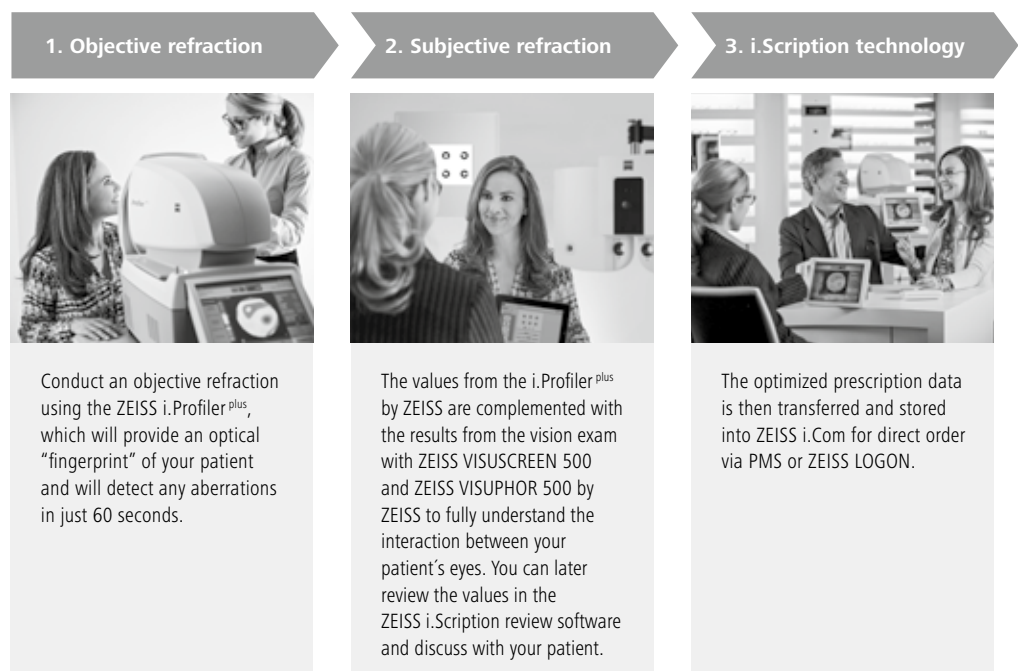
¹ US Patent 7,744,217. Other patents pending. Product designed and manufactured using Carl Zeiss Vision technology. ZEISS i.Profiler^{plus}
US Patent 7,744,217. Other patents pending. Product designed and manufactured using Carl Zeiss Vision technology.

i.Profiler^{plus} and i.Scription technology by ZEISS

Patient care and business benefits in the 21st century

ZEISS i.Scription technology is easy to adapt to your overall consultation process and practice workflow. Being enabled by the ZEISS i.Profiler^{plus}, this technology can be comfortably incorporated in the refractive analysis.

The ZEISS i.Profiler^{plus} with its patented ZEISS i.Scription algorithm⁴ can increase your overall sales while providing your patients with a fully customized experience and vision comfort. ZEISS i.Scription technology is available for all lens categories.



	Single vision stock lenses	Single vision Rx lenses ²	Progressive lenses	Bifocal lenses	Office lens portfolio
Available with ZEISS i.Scription technology	-	■	■	■ ³	■ ³

² including loop; available with all tints, coatings, treatments, variants

³ locally adapted

⁴ US Patent 7,744,217. Other patents pending. Product designed and manufactured using Carl Zeiss Vision technology. ZEISS i.Profiler^{plus} US Patent 7,744,217. Other patents pending. Product designed and manufactured using Carl Zeiss Vision technology.



"The main benefit is the patient's satisfaction and the word of mouth that they are able to generate."

Angelo Bertozzi, Ottica iVision, Italy



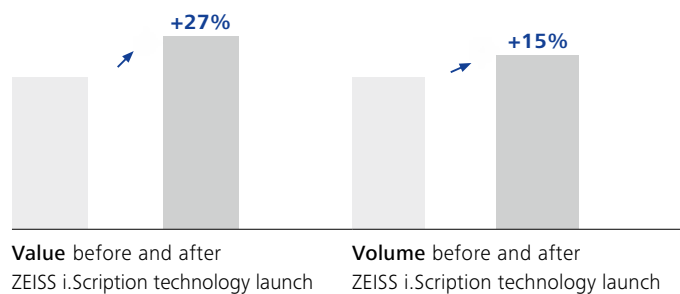
"The technology [ZEISS i.Scription] places our practice on the cutting-edge of vision correction. There is a significant 'WOW' factor with the technology."

Dr. Kristen Runke, Great Falls Eyecare, USA

Business benefits

ZEISS i.Scription technology can enhance your patient's vision; additionally, the implementation of this technology in your practice will result in business growth in your practice. Eye care professionals have seen an average sales growth of 27% and an average lens volume growth of 15% after the launch of ZEISS i.Scription technology. Furthermore, they have enjoyed increased traffic through word-of-mouth and a greater penetration in the market.

ZEISS precision lens sales (Average monthly values)



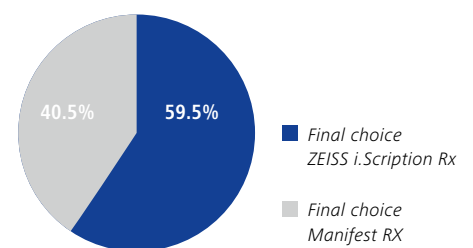
Source: internal analysis in 2010 of the top European ZEISS i.Scription technology customers (top ten customers from Belgium, Germany, the Netherlands, Austria, Switzerland)

Unrevealed potential

A global online survey⁵ with 3,800 vision corrected patients revealed the effects of halo and glare for patients. 90% of these patients said that they lacked a complete solution for these disturbances, and 88% were interested in reducing image noise. For patients seeking to reduce such vision disturbances, ZEISS lenses

with ZEISS i.Scription technology can be the solution. ZEISS i.Scription technology has been clinically tested and proven to deliver astounding results over a manifest prescription. **59.5% of subjects preferred the ZEISS i.Scription prescription to the manifest prescription.**

The prescription of choice



Source: ZEISS i.Scription Clinical Study by Carmel Mountain Vision Care (San Diego, USA). Published in the Review of Optometry, January 15, 2013.

⁵ Source: Bausch + Lomb Academy of Vision Care™ publication ("Vision Needs Shown to be of Highest Importance Amongst a Vision-Corrected Population"; Authors: Marjorie J. Rah, Carla J. Mack, Mohinder Merchea)



"We've seen a 30% increase in our overall revenue. Specifically, 50% of our progressives are ZEISS i.Scription. 95% of our progressive lenses are ZEISS Individual."

Dr. David Kaplan, Family Eyecare of Glendale, USA



"We have increased our per patient prescription average gross from \$240 to \$356 in 6 months."

Dr. Brandon Cornish, Vision Source, USA

The moment your expertise and our vision testing technology exceed your patient's expectations.

This is the moment we work for.



// SUBJECTIVE REFRACTION UNIT
MADE BY ZEISS

Automated Subjective Refraction

Provide your patients with a vision testing experience that exceeds their expectations

Combine ZEISS refraction instruments to perform an exam room experience that delivers highly precise results your patient can trust in. With the ZEISS subjective refraction unit you can create a stress-free environment and leverage your lens sales at the same time.

As an eye care professional, your patients expect you to provide them with the best vision based on accurate refraction. However, this process demands a high level of trust and can lead to uncertainty in the prescription. Supported by advanced vision testing technology by ZEISS, you can transform the refraction process into an event, removing doubts and turning a stressful situation into a pleasant patient experience.

Therefore, start your subjective refraction by transferring the prescription generated by the ZEISS i.Profiler^{plus} to the ZEISS VISUPHOR 500, providing smooth vision testing. Utilize the convincing benefits offered by lenses with ZEISS i.Scription technology, provided by the subjective refraction unit and guide your patient to new lenses and better vision right in the exam room.

3 7 4 5
9 0 2 8 6
4 5 2 8 5 1 7
7 0 3 6 8 7 1 2
0 9 2 3 7 5 3 7

VISUSCREEN 500 & VISUPHOR 500 from ZEISS

Modern and precise ZEISS vision testing at its best in one unit

With the brand-new subjective refraction unit by ZEISS, eye examination becomes an interesting and at the same time comprehensive experience of vision improvement for the patient by combining the central elements, vision testing charts and phoropter, in a smart solution.

ZEISS VISUSCREEN 500 with Polatest technology comes with a variety of vision tests to perform monocular and binocular testing with different test charts, as well as special tests for children. Demonstrate the effect of the lenses with ZEISS i.Scription technology using the integrated LED. In addition to the IR the ZEISS VISUSCREEN 500 can be operated via an intuitive iPad application for a fast and easy way to switch between test charts.

Personal workflows allow the compilation of different test chart sequences based on the individual preferences of various examiners. ZEISS VISUSCREEN 500 can be easily combined and upgraded with ZEISS VISUPHOR 500, a digital phoropter to streamline your examination workflow and create a professional impression for your patient.

The full integration into ZEISS i.Com mobile closes the loop between your devices by transmitting your patient's measurements from the ZEISS VISULENS 500 or ZEISS i.Profiler^{plus} / ZEISS VISUREF 100 directly to your subjective refraction unit, providing a straightforward and quick way to initiate your manifest refraction.

The VISUSCREEN 500 even fits into small exam rooms with a distance of 1 m in indirect use, and the size of optotypes adjusts automatically to the distance.

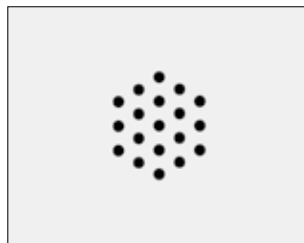




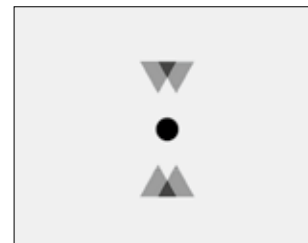
Fast and smooth exchange of inspection lenses allows real time demonstration of final prescription and vision improvement

Available in 2nd half of 2014

The Subjective Refraction Unit can be linked to ZEISS VISULENS 500, ZEISS VISUREF 100 and ZEISS i.Profiler^{plus} for direct data transfer via ZEISS i.Com mobile



ZEISS VISUSCREEN comes with more than 20 tests for monocular & binocular vision testing and the full MKH series.



Stereo triangle test to test stereopsis



Create and edit individual workflows with a touch of your finger.



ZEISS VISUPHOR 500: The ergonomic software is optimized for workflow efficiency. Fully integrated GUI allows operation of both devices (as a subjective refraction unit) from one application.

Technical data VISUSCREEN 500

Protection class	I
Test area size (W x H)	299.5 x 223.5 mm
Testing distance	1 m ... 8 m
Polarization directions for analyzers	Image for right eye: 45° Image for left eye: 135°

Technical data VISUPHOR 500

Spherical lenses	-19.00~+16.75D
Cylinder lenses	0.00~±8.75D
Cylinder axis	0°~180°
PD	48~80mm
Rotary prism	0~20Δ
Retinoscope	+1.5 D, +2.0 D
Pinhole lenses	dia. 2 mm
Madox rod	Right eye (red, horizontal); left eye (red, vertical)
Red / green filter	Right eye (red), left eye (green)
Polarizing filter	Right eye: 135°, 45° / left eye: 45°, 135°
Split prism	Right eye: 6ΔBU / Left eye: 10ΔBI (up to 5ΔComplement)

Physical data	VISUSCREEN 500	VISUPHOR 500
Dimensions (W x H x D)	594 x 594 x 110 mm	361 x 280 x 108 mm
Weight incl. wall mounting bracket	15.5 kg	4.74 kg
IR remote control unit	3 V, < 100 μA	-
Power consumption	50 VA	145 VA
Line voltage	AC 100-240 V, ±10 %	AC 100-120 V / AC 200-240 V
Frequency	50 Hz / 60 Hz	50 Hz / 60 Hz



VISUREF[®] 100

VISULENS[®] 500

i.Profiler^{® plus}

i.Com mobile

i.Com Server

The moment you forget there is another way to collect measurements.

This is the moment we work for.



// 2 Lens Fitting & Consultation

Achieving the best vision possible is more than just an accurate prescription. It's about individualized lens solutions and how the lenses are placed in the frame and on your patient's face.

Digital centration systems represent a valuable alternative to standard manual lens centration. The technology behind these digital tools will actively deliver the level of innovation demanded by patients today.

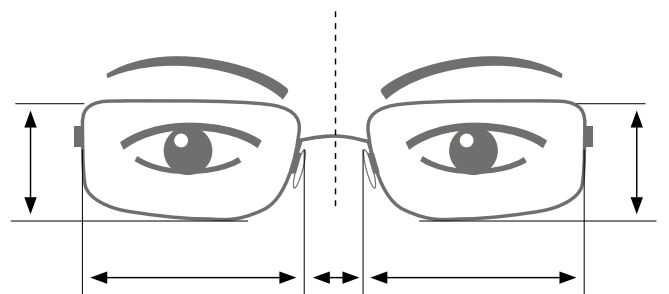
Manual measurement effectiveness is dependent on the skills of the person conducting the measurement.

Since 1992, when ZEISS launched the very first digital centration device – Video Infral, ZEISS has continued to stay up to date with successors like ZEISS i.Terminal in 2004. This device was rated as the “top centration device in the market” in 2011⁶.

Based on constant market feedback and the rise of advanced technology, the second and latest generation of our centration device, the ZEISS i.Terminal 2 was launched in 2011 and features the new standards of technology to support the eye care professionals in providing better vision.

Incorporate the latest ZEISS lens-fitting innovation in your practice and ensure a personalized lens for each face, frame and prescription. Enjoy additional benefits like streamlining your workflow and growing your share of customized lenses by employing ZEISS i.Terminal 2 in your consultation process and implement a 21st century standard of care.

⁶ Source: US Survey in 2011 on digital centration with 1,786 eye care professionals.



i.Terminal 2 from ZEISS

Another way to collect centration data

With ZEISS i.Terminal 2, the latest ZEISS centration device, fitting parameters are captured digitally for advanced lens customization.



reddot design award
winner 2011

Lens fitting plays a key role in maximizing visual comfort, as fitting errors can cause up to 40% loss in lens performance. ZEISS i.Terminal 2 captures and calculates your patient's individual parameters with the click of a button and a precision of 0.1 mm which can result in a decreased complaint rate, reduced non-adapt and relaxed vision for your patients.



Fast photo acquisition

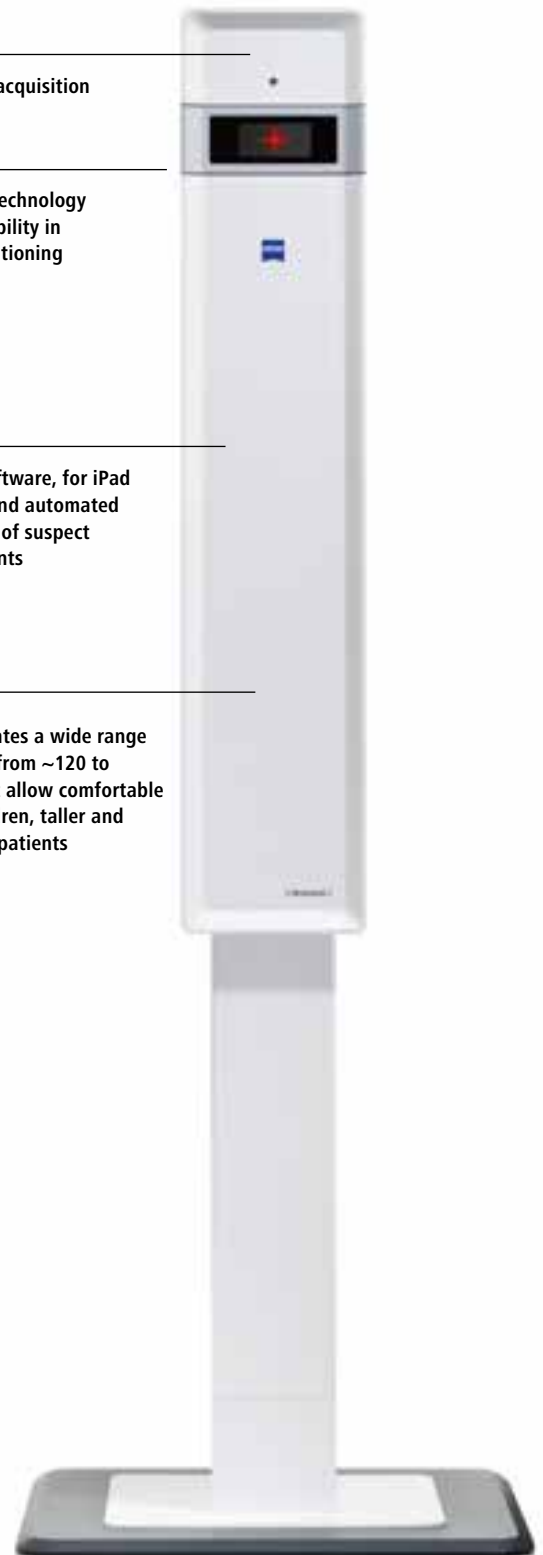
Autofocus technology allows flexibility in patient positioning

Intuitive software, for iPad operation and automated recognition of suspect measurements

Accommodates a wide range of heights, from ~120 to 208 cm that allow comfortable use on children, taller and wheelchair patients

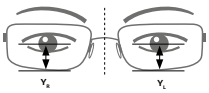
Enables measurement of highly ametropic patients through proprietary vergence control technology

Can be used with any type of frame including large-sized sunglasses and sports frames



In 60 seconds, ZEISS i.Terminal 2 can capture and calculate various fitting parameters including:

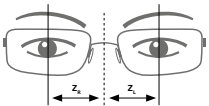
- Frame data (A, B, DBL)
- Interpupillary distance (PD)
- Monocular pupillary distance (mono PD)
- Fitting height, segment height
- Back vertex distance (BVD)
- Pantoscopic angle (PA)
- Wrap angle



Fitting height, segment height



Back vertex distance (BVD)



Interpupillary distance



Pantoscopic angle (PA)



Reviewing the results is faster and more convenient than before. All fitting parameters are shown at a glance, and results can be printed, transferred to ZEISS i.Com as well as to third-party practice management systems for lens ordering.



Its straightforward and comfortable user interface allows easy operation directly on your PC screen or the iPad.

New

Start ZEISS i.Terminal 2 directly from the ZEISS i.Com software on your PC or via ZEISS i.Com mobile via iPad



ZEISS i.Terminal 2 is available with ZEISS i.Com mobile (for iPad) or ZEISS i.Com Software for WIN PC including the ZEISS i.Com box server – your personal control unit for easy data transfer throughout your practice. (Screen/iPad not included)

Technical Data

Range of patient height	~120 – 208 cm (equivalent to 110 – 195 cm eye level)
Patient distance from device	50 – 100 cm
Camera resolution	Physical resolution 100 µm (at 50 cm object distance)
Acquisition method	Autofocus digital camera
Vergence control	Proprietary laser speckle target technology
Connectivity	Open XML interface, full integration with i.Com
Operating system	MS Windows XP SP3, MS Vista (32/64 bit), MS Windows 7 (32/64 bit)
TCP/IP network protocol	Min. network speed 100 Mbps; WLAN (optional)

Physical Data

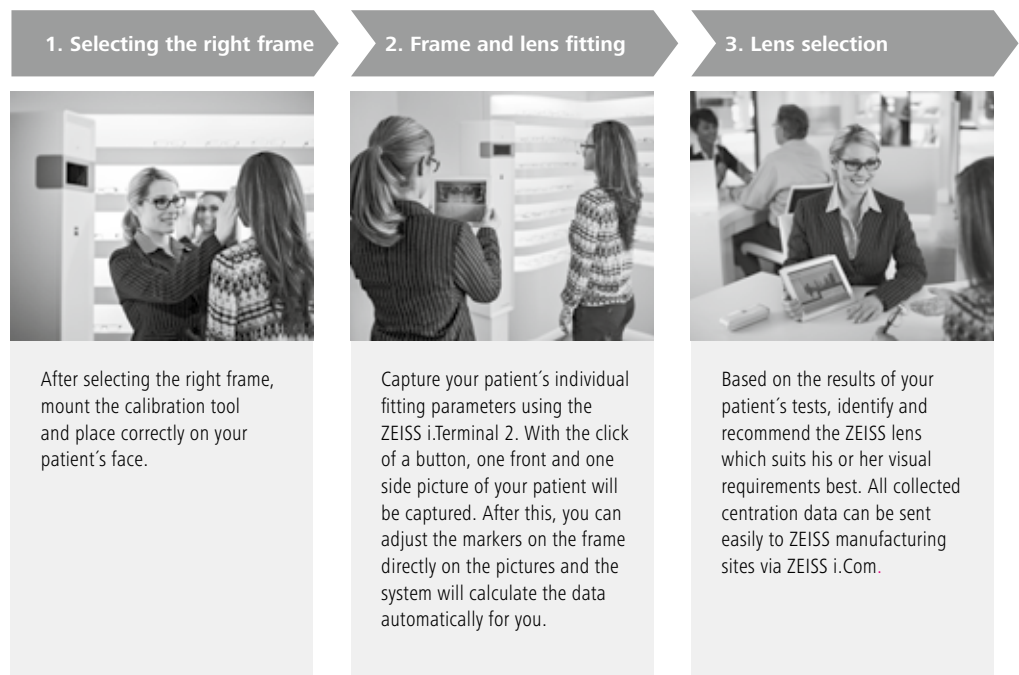
Dimensions (W x H x D)	60 x 125 – 210 x 60 cm
Weight	47 kg
Lighting	300 – 1000 lux
Line voltage	100-240 V AC ± 10%, 50 ... 60 Hz

i.Terminal 2 from ZEISS

The preferred choice for business growth

Technological progress has enabled eye care professionals to calculate centration data in a more precise and convenient way. Make 21st century lens fitting possible in your practice by integrating ZEISS i.Terminal 2 to increase your share of customized lenses.

With the help of ZEISS i.Terminal 2, lens fitting becomes comfortable and enjoyable for your patients, as they see that you are willing to go the extra mile to provide the latest lens design and ensure relaxed vision.



Beneficial facts

- Using the ZEISS i.Terminal 2 is 60% faster than using manual measuring procedures
- Taking the personal measurements using the ZEISS i.Terminal 2 is 84% more accurate than a manual process. ZEISS i.Terminal assisted in the "up selling" of lenses by 75%

Patients' experience

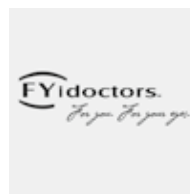
- 95% of patients thought the process was carried out professionally
- 92% of patients want their measurements to be taken like this in the future
- 89% would recommend this personal measuring process to friends and family

(Source: ZEISS i.Terminal 2 in-house trial conducted by an independent eye care professional in UK in 2012)



"You cannot spend 20 minutes talking about the high-tech advantages of the products that you're selling and pull out a Sharpie pen and dot the lens."

Dr. David Kaplan, Family Eyecare of Glendale, USA



"We tested 8 devices, pretty much everything on the market. This system was the winner for us, a very clear-cut winner."

Dr. Craig Meckelborg, FYI Doctors, Canada

Preferred choice

A survey conducted in the USA in 2011 with 1,786 respondents proved that ZEISS i.Terminal is the preferred choice among existing digital centration instruments. Among these respondents, 78% of those already using ZEISS i.Terminal were satisfied with their device.

ZEISS i.Terminal user satisfaction

Device Used	Distribution	Very Satisfied	Somewhat Satisfied
ZEISS i.Terminal	46.4% (142)	41.0%	36.0%
Competitor 1	32.0% (62)	20.0%	35.8%
Competitor 2	7.8% (24)	25.0%	37.5%
Competitor 3	5.2% (15)	20.0%	26.7%
Competitor 4	5.2% (16)	33.3%	33.3%

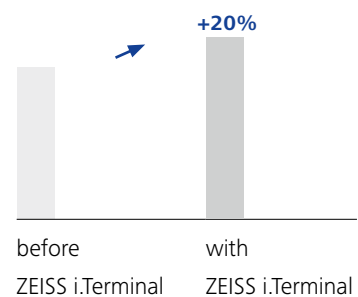
Source: US Survey in 2011 on digital centration with 1.786 eye care professionals.

Business growth

ZEISS i.Terminal 2 has been developed as an improved successor to the ZEISS i.Terminal, including advanced features such as easy-to-use touchscreen-compatible software, better picture quality and adjustable sizes.

Practices which have incorporated ZEISS i.Terminal in their consultation process have seen a 20% increase in revenue. Its high accuracy leads to patient satisfaction and confidence in your practice as you show them that exceptional lens performance really is possible.

Practice revenue with ZEISS i.Terminal



Source: data provided by an independent eye care professional in Germany (2009).



"It grows your practice, and that makes money for your practice! Not only will it improve your bottom line with more profit, it will enlarge your patient base with more patient referrals!"

Dr. William Altig, Altig Optic, USA

The moment streamlined practice technology
gives you more facetime.

This is the moment we work for.



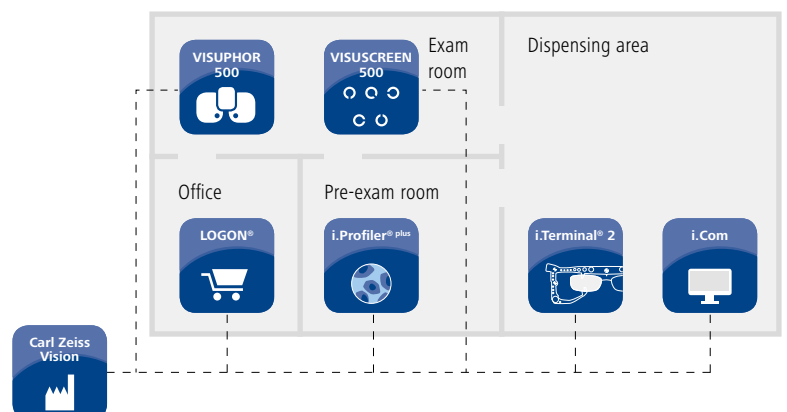
//i.COM MOBILE
MADE BY ZEISS

// 3 Productivity & Efficiency Tools

Over the past few decades, the introduction of innovative technologies has revolutionized the way we collect and process information. Nowadays, data can be transferred from one device to another via WiFi with the click of a button, making processes faster and error-free.

ZEISS, as one of the pioneers in technology, offers systems able to manage data such as patient measurements and lens ordering through ZEISS i.Com and ZEISS LOGON. These enable a streamlining of your workflow in a completely paperless process all across your practice – from the refraction room to the sales floor. With ZEISS i.Com mobile (for iPad) your workflow is even more flexible and wireless throughout the whole practice. Reduce errors from manual

data transfer and overtime in the back office as this is all done automatically with a few clicks. A paperless workflow environment helps save space, reducing the need for filing cabinets and manual file searches. Service and online updates for all connected ZEISS instruments ensure optimal performance and usage. Your full attention can be directed to your patient, as data management is done automatically. For practices handling more than 30 patients a day, productivity and efficiency tools are key.



i.Com mobile by ZEISS

Streamline your workflow – capitalize your conversation flow

Mobile communication is key to the consultation process in a modern practice. ZEISS i.Com mobile is a versatile, easy-to-use application for iPad which transforms your workflow, information processes and communication with your patients. Intelligent data management enables you to concentrate more on patient needs during your measurements and consultation, allowing you to stay one step ahead in the consultation process of the 21st century.

Experience an entirely new dimension of flexibility and interaction with your patient. All your measurements taken with ZEISS Instruments can be reviewed on the iPad and are automatically stored on the ZEISS i.Com server, which provides central access to all data from different iPads. Remote control ZEISS i.Profiler^{plus}, ZEISS i.Terminal 2 and the new Subjective Refraction Unit: ZEISS VISUPHOR 500 & ZEISS VISUSCREEN 500 conveniently via your iPad and WiFi.

The ZEISS i.Com mobile interface is particularly user-friendly; carrying out and controlling examinations are simple and clear.

ZEISS i.Com mobile supports the entire consultation process – from the examination with objective and subjective refraction to lens consultation and centration. Educate your patients on the outcome of the measurements and demonstrate the benefits of ZEISS lenses and their properties.



ZEISS i.Com server



ZEISS i.Profiler^{plus}
Operate your ZEISS i.Profiler^{plus} via iPad. Show your patient the benefits of ZEISS i.Scription technology in ZEISS i.Com mobile.



ZEISS VISUPHOR 500
Operate ZEISS VISUPHOR 500 and ZEISS VISUSCREEN 500 via iPad. Share all refraction data with ZEISS i.Com mobile.



ZEISS VISUSCREEN 500/100

Your advantages at a glance:

- Completely integrated package of data management, consultation and demonstration functions and modules.
- Remote control of all ZEISS measuring devices via iPad.
- Central data storage on the ZEISS i.Com server for multi-user capability.
- Interface for data transfer from ZEISS i.Com mobile to PMS/EMR.



New

ZEISS i.Com mobile data management



ZEISS i.Terminal 2

Operate your ZEISS i.Terminal 2 via iPad. Load and store all centration data in ZEISS i.Com mobile.



1 //



2 //



3 //



4 //



5 //

1 // Module "Customer"

Manage all your patient and consultation data, and create individual consultation folders and consultation data. Folders on each purchased lens category can be created per patient, for example.

2 // Module "Exam"

Take, save and manage all examination data: Load and edit subjective and objective refraction data. Remote control the ZEISS i.Profiler^{plus}, ZEISS VISUSCREEN 500 & ZEISS VISUPHOR 500 to gain all data by a click of a button. A near reading chart is provided; review of wavefront, PSF and ZEISS i.Scripton analysis.

3 // Module "Centration"

Remote control the ZEISS i.Terminal 2 conveniently from the iPad or use the ZEISS i.Terminal mobile application for mobile centration with the iPad. Load and edit all centration data.

4 // Module "i.Demo"

i.Demo is directly embedded in ZEISS i.Com mobile for demonstrating lens features.

5 // Module "Summary"

In the summary module you find all gained data per patient for edit or direct transmission to common PMS or ZEISS LOGON.

Technical Data

Hardware	Apple iPad generation 3 or higher
Operating system	Apple iOS 7 or higher
WiFi	Minimum 54 Mb/sec. (g-standard)
Software	iOS app 200MB

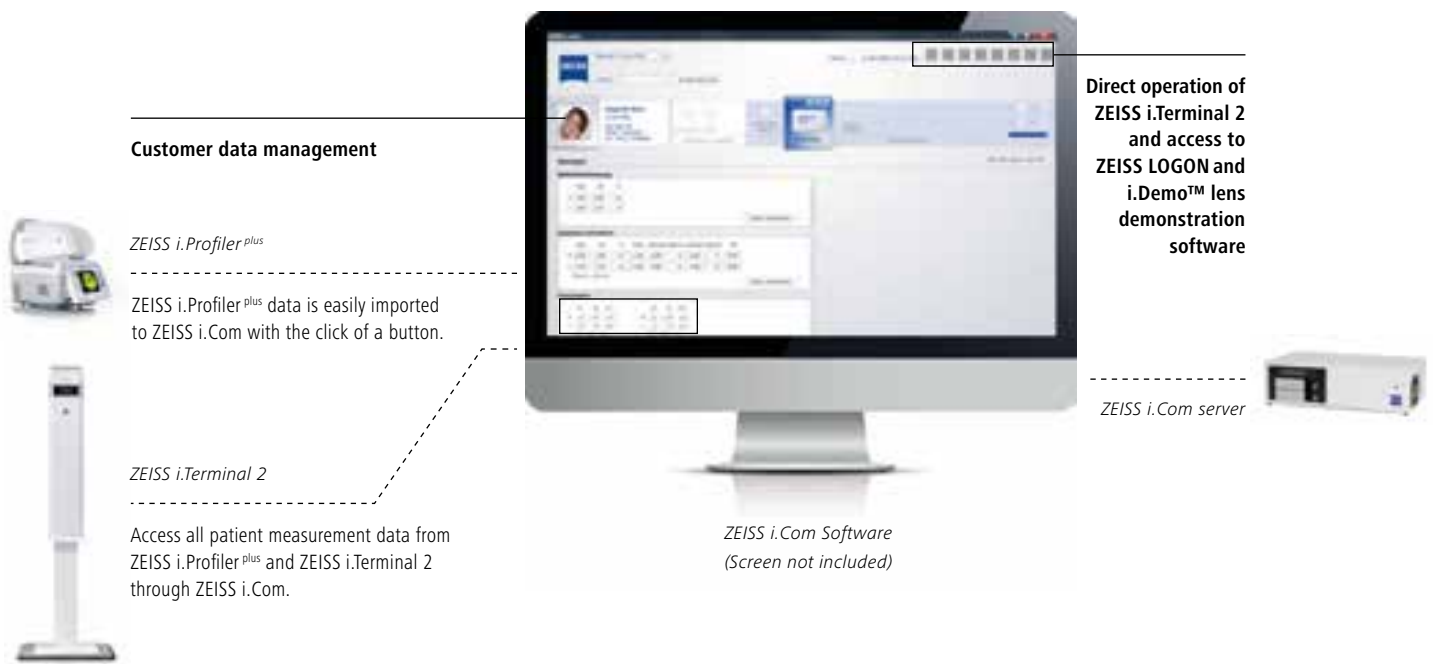
i.Com for WIN PC

The network-capable ZEISS communication software

ZEISS i.Com for WIN PC – second generation – is the network-capable communication software for all tasks relating to connectivity, measurement, consultancy and ordering.

Installed on a high-capacity server, it stores all the information collected in the sales process and ultimately forms the basis for the ordering process and the production of the eyeglasses. Data is available at every workstation with the click of a button. Full connectivity between all ZEISS instruments allows you to structure your workflow and upgrade your practice.

Remote updates ensure a smooth performance of ZEISS i.Profiler^{plus} and ZEISS i.Terminal 2. Your data is protected by RAID system (double hard disk) with high security. ZEISS i.Com easily interfaces with most common PMS like OfficeMate and IPRO.



Customer data management

ZEISS i.Profiler^{plus}

ZEISS i.Profiler^{plus} data is easily imported to ZEISS i.Com with the click of a button.

ZEISS i.Terminal 2

Access all patient measurement data from ZEISS i.Profiler^{plus} and ZEISS i.Terminal 2 through ZEISS i.Com.

Direct operation of ZEISS i.Terminal 2 and access to ZEISS LOGON and i.Demo™ lens demonstration software

ZEISS i.Com server

ZEISS i.Com Software
(Screen not included)

ZEISS i.Com is an essential partner for ZEISS i.Terminal 2 as it enables direct operation on a PC screen. ZEISS i.Profiler^{plus} and ZEISS i.Com streamline your workflow as data can be easily imported for quick ZEISS i.Scription lens ordering.

Physical Data, i.Com server

Dimensions (W x H x D)	370 x 220 x 110 mm
Weight	7 kg
System requirements	High speed internet access

LOGON from ZEISS

The web-based ZEISS online ordering system

After collecting valuable data like prescription and measuring values, smooth transfer of information to the lens manufacturer is key. ZEISS LOGON is the simple and reliable online ordering application for ZEISS lenses.

ZEISS LOGON optimally bundles your eyeglass sales process. The integration of a large number of work routines into the system makes the consulting and ordering process simpler, faster and more efficient.

Nothing is lost, because the data collected in ZEISS i.Com is automatically transferred to ZEISS LOGON for ordering purposes.



Fast and safe ordering of lenses, including edged lenses through support of standard tracers

Maximum reliability thanks to online calculation of edge and center thickness

Online tracking of order status

Visual demonstration provides improved information

Latest ZEISS lens catalogue allows a quick & easy lens selection to match your patient's needs

System requirements

Connectivity	DSL 1000 or higher. Compatible with most browsers.
Operating system	Microsoft® Windows version 2000 or higher. Windows XP or higher.

ZEISS business solutions

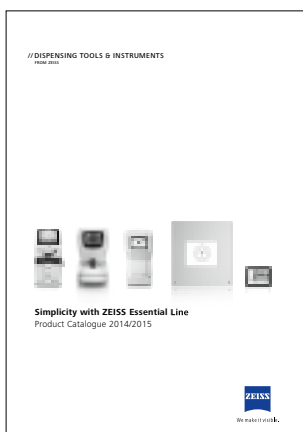
As amazing as our products

ZEISS is on a constant mission to provide optimum solutions to meet your needs and offer the highest possible benefit for you and your patients. We are here to support you and help grow your practice in the 21st century.

Investing in technology

Advanced measuring technology is a long-term investment. ZEISS, as one of the technological leaders, provides precision through premium devices, as well as services and features to enable the success of your practice and the satisfaction of your patients.

Our products can be combined in different setups to serve your needs. Check out our pricelist with different set offers or ask for the Essential Line with routine diagnostic devices.



Essential Line by ZEISS

More advantages

You can enjoy additional benefits by joining the ZEISS Partner programs. Discover the advantages of the ZEISS ACADEMY, a program which integrates the instruction of eye care professionals and employees under one roof. E-learning modules as well as marketing materials for your practice are some other tools that will facilitate the growth and up-selling in your practice.

Contact your ZEISS Business Development Representative for more information and a customized offer to find out if ZEISS instruments can be a business driver for you.



“ZEISS has demonstrated over and over again that they are a strong and reliable partner for independent practitioners.”

Dr. David Kaplan, Family Eyecare of Glendale, USA

The moment you realize you just gave
your patient the ultimate visual experience.
This is the moment we work for.



// DISPENSING TOOLS & INSTRUMENTS
MADE BY ZEISS



Get more information

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Has to be adapted locally