



**Every eye is different:  
See how your eyes are unique.**

“Image noise,” such as blur and halos around bright lights, can reduce the clarity of your vision. ZEISS customized lenses using revolutionary i.Scription® technology improve visual performance and reduce image noise.

At the end of the day, or any time, ZEISS has the perfect solution for your eyes: Eyeglass lenses designed for your unique prescription, frame and face. Start with the best prescription possible: i.Scription by ZEISS.



*The first man on the moon—  
photographed on the 20th of July 1969  
with ZEISS camera lenses.*

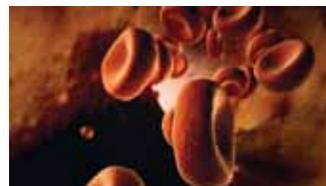
**Only available from ZEISS.**

ZEISS customized lenses using i.Scription let you enjoy clearer, crisper, more relaxed vision.



*Google Earth uses ZEISS precision camera lenses to obtain spectacular images of the earth.*

For over 160 years, ZEISS has been the world's leading brand in precision optics. Like NASA, Google Earth, Nobel prize winners and Hollywood producers, you can enjoy the quality offered by ZEISS, the pioneers in precision optics.



*ZEISS microscopes help Nobel prize winners make red blood cells visible.*

Created by ZEISS. Brought to you in association with VSP Vision Care.



*ZEISS camera lenses play an important role for directors and camera crews who shoot films like "Lord of the Rings".*



**i.Scription® by ZEISS**  
The new prescription for better vision™

**See more. Live more.  
ZEISS precision lenses.**



## See more with i.Scription® by ZEISS.



without i.Scription

with i.Scription

### Better night/low-light vision

Looking directly at a light source at night, such as car lights, results in glare and halo effects. i.Scription® technology by ZEISS reduces image noise.



without i.Scription

with i.Scription

### Better visual contrast

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



without i.Scription

with i.Scription

### Better color vision

i.Scription technology by ZEISS adds more brilliance to your life and lets you see colors as they really are: bright and more intense.



**4 out of 5 surveyed i.Scription® wearers state that they enjoy greater visual comfort.\***

**More than two thirds of the surveyed wearers have crisper, sharper vision using i.Scription.\***

**More than half of all surveyed i.Scription wearers confirm that they see better at night.\***

\*Data on file.

## See more with i.Profiler<sup>plus</sup>® by ZEISS.

i.Scription by ZEISS is based on data collected from the i.Profiler<sup>plus</sup> — an instrument designed to determine the exact “fingerprint” of your eyes. This makes it possible for your Doctor to create ZEISS customized lenses with i.Scription to deliver your best vision possible.

i.Profiler<sup>plus</sup> is the starting point for i.Scription technology. This unique instrument measures your eye at 1,500 points to determine your exact visual profile. Based on your profile, your doctor determines your best prescription possible.

