



## Magnifying visual devices

See more, live more



We make it visible.

The moment you see something  
you couldn't before.

**This is the moment we work for.**



## Good vision for everyday tasks

Good vision plays a key role in our everyday lives, regardless of whether we are at work or enjoying our leisure time. However, certain tasks or an impairment of our visual performance require special solutions beyond the capabilities of regular eyeglasses or contact lenses.

ZEISS offers an extensive line of Magnifying Visual Devices precisely for this purpose. In addition to products for general use, the diverse portfolio contains products that are tailor-made for visually impaired patients, as well as products for professional users such as doctors and technicians to ideally support them in their highly responsible work.

### //1 Magnifiers



Precise imaging is an absolute must in many professions and hobbies. This is where ZEISS magnifiers are indispensable aids. They provide distortion-free images across the entire field of view.

### //2 Low vision devices for the visually impaired



Support in a wide variety of vision situations for more independence in everyday situations – that is precisely what low vision patients expect from their special visual device. The extensive product range from ZEISS offers many different fitting possibilities tailored to the needs of the individual wearer.

### //3 Magnifying visual devices for professional users



Precise vision plays a key role in many professions and occupations. Professional users therefore make very special demands on their special visual devices. The ZEISS line of telescope spectacles is the perfect solution to the specific needs of professional users.

// REVELATION  
MADE BY ZEISS



## //1 Magnifiers

Flexibility for many visual tasks

Sometimes the naked eye is simply not enough to distinguish small details. Magnifiers are converging lenses that allow the eye to move closer to the object to be observed. Whether for reading or doing handicraft work – magnifiers can provide excellent support.



### **VisuCard and pocket magnifiers**

Their small size makes VisuCard and the pocket magnifiers ideal companions for mobile use.

Due to their high dioptric powers pocket magnifiers are suitable for use by wearers with severe visual impairments and provide excellent assistance in recognizing small details.

### **Head-worn loupes L / LC**

When head-worn loupes L and LC are mounted on standard prescription glasses or directly on a headband, the user's hands remain free to perform the task at hand. This makes them particularly suitable for manual activities in the household and hobbies where a low magnification is helpful.

### **Hand-held magnifiers**

Their aspheric lens design ensures largely distortion-free images. In addition, the sizes of the fields of view are matched to the respective dioptric power of the magnifying lenses and provide the user with an excellent overview.

## //2 ZEISS low vision devices for the visually impaired

The comfortable solution with high imaging performance

Low vision devices can be adapted to the personal needs of each individual user. The product spectrum includes different optical systems for hand-held use and others intended for integration into or attachment to spectacles. The major benefit of many ZEISS special visual devices: they can be used for both distance and near vision.



### Successful fitting in 4 simple steps

It is your duty as a fitting expert and specialist for good vision to be fully familiar with the special features of the individual products and provide your customers with expert advice when selecting and fitting each low vision device. Only a few steps are required to determine whether the patient can be helped with a low vision device and, if so, with which one.



#### Magnifying bifocals

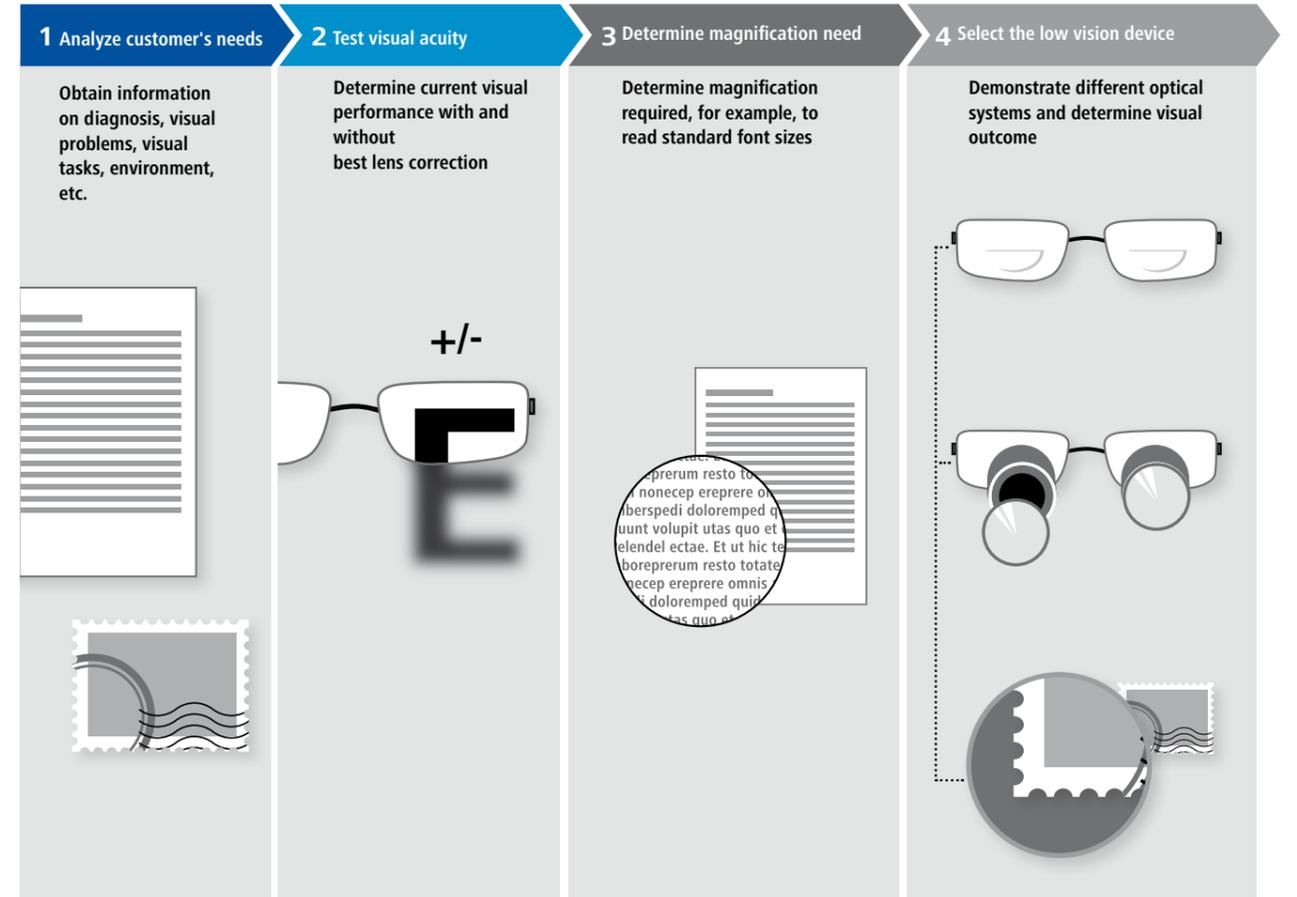
These feature a similar design to that of standard bifocals, but have a higher addition than normal in the near portion. The distance portion of the lens permits orientation in the surrounding area, while the magnifying portion allows reading and work at close range.

#### Telescopic spectacles / teleloupe spectacles

Telescopic spectacles are used to recognize objects outside the range of near vision. By the attachment of a loupe - in the form of a clip-on lens - the telescopic spectacles become "teleloupe" spectacles that are used for activities performed at close range. The benefit of teleloupe glasses over magnifying spectacles is the considerably larger working distance in the near range.

#### Monocular hand-held telescopes

Hand-held telescopes are used for the uncomplicated recognition of details in the distance range and are therefore important aids to outdoor mobility. Models featuring continuous focusing from distance to near offer very flexible application possibilities, e.g. for reading bus or train schedules and street signs or for viewing shop window displays.



# //3 ZEISS magnifying visual devices for professional users

Ergonomics in focus for the best possible visual outcome

A large number of activities, e.g. in medicine, require extremely high precision. Often even a few fractions of a millimeter can decide between success and failure. Particularly in dentistry and surgery, users value the benefits of magnifying optical systems which they utilize to perform precise, intricate work with greater ease than would otherwise be the case.



## Successful fitting in 3 simple steps

Precise vision and precise work go hand in hand. As a specialist for good vision, you match the functionality of the visual device to the personal requirements of the user.



### Teleloupe spectacles

ZEISS teleloupe spectacles combine optimal optical and technical features with maximum individuality and outstanding wearing comfort. They are precisely adapted to each wearer's personal needs: any ametropia present, personal centration data, required magnification and working distance are taken into account in every system.



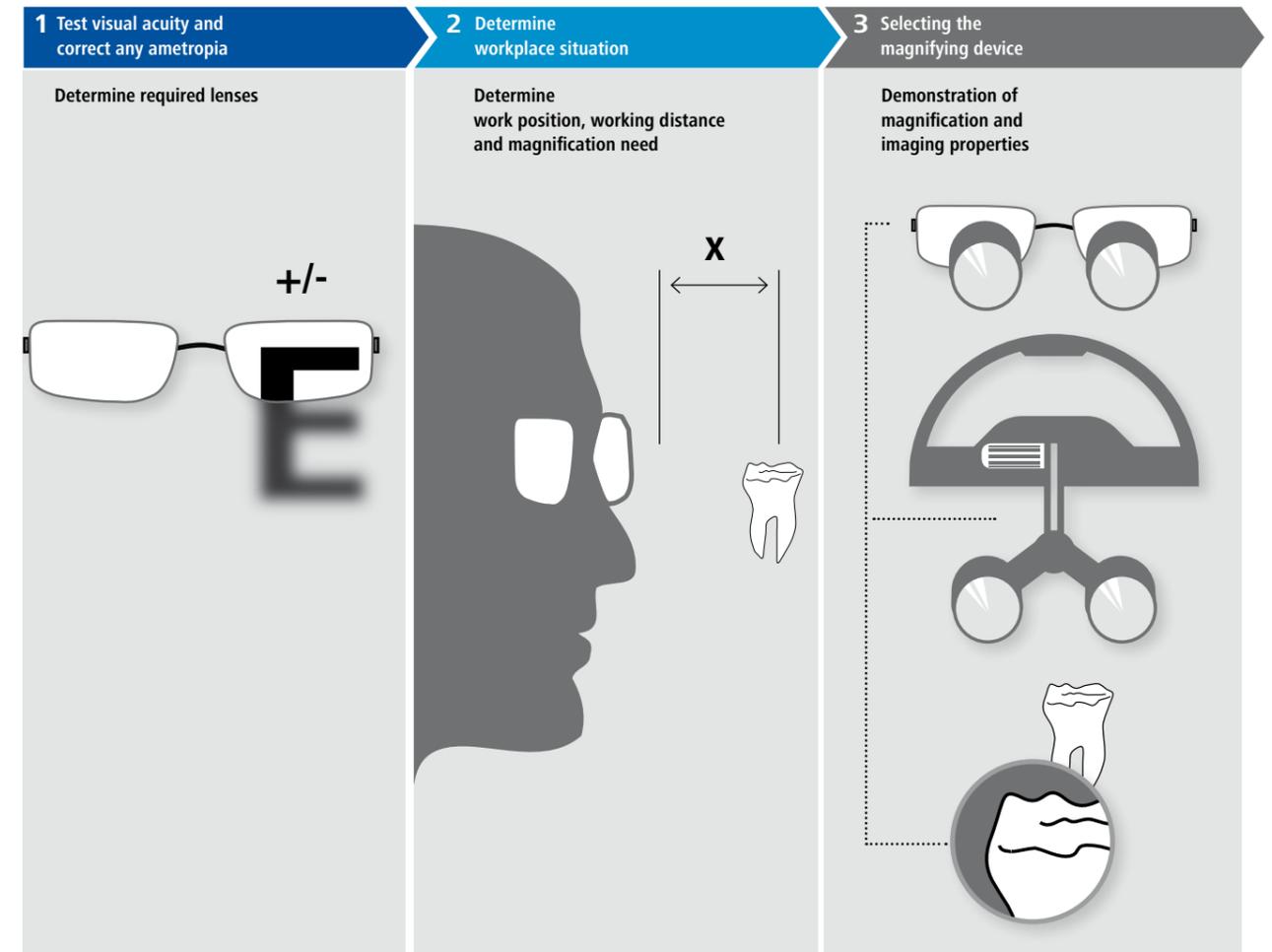
### Head-worn loupes

Head-worn loupes with binocular Kepler-type teleloupe optics are particularly suitable for users who require extremely high image quality and magnification. The optics are available in a broad spectrum of magnifications and working distances so that every user can select loupes tailored specifically to his or her requirements.



### Saphiro² LED illumination

Saphiro² is a mobile, high-performance LED illumination system that can be used in combination with ZEISS teleloupe spectacles and head-worn loupes. The field of view is evenly illuminated without shadows. This makes it considerably easier to perform many visual tasks where exact detail recognition is an absolute must.



## Benefits of magnifying visual devices

Broaden your horizons and attract more patients

Offering magnifying visual devices is particularly recommended if you would like to boost your image as an expert for special visual situations. Use these products to specialize, differentiate and therefore increase your patient numbers.

### Specialization

- Expand your product offering
- Tap into new target groups
- Provide more targeted care to existing patients

### Differentiation

- Sharpen your profile as a specialist for good vision
- Set yourself apart from your competitors
- Expand your performance spectrum

### Business generation

- Expand your product offering
- Use cross-selling potential
- Boost your image and strengthen your market presence

### Ideas for successful marketing

- Be attentive during the consultation with your patient:  
Ask patients about their jobs and, with the appropriate answers (doctor, technician, etc.) draw their attention to the fact that, as a ZEISS eye care professional, you are also an expert in magnifying visual devices for professional use.
- Attract more attention to your business:  
Organize an info day which you invite existing and potential patients to attend by letter or email. Or set up your own info booth at trade fairs, congresses and conferences.
- Make sure you're easy to find:  
Integrate all product segments into your website and the local business directory.  
Show potential patients that, as a ZEISS eye care professional, you are a specialist for good vision.

### Seize the initiative

Add the interesting field of magnifying visual devices to your service spectrum and open up new target groups. Start today and ensure that you can tap into new, attractive patient potential. For more information, please contact:  
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