

Introducing PureCoat™ by ZEISS

From the Inventors of Anti-Reflective Coatings



Pure Clarity See the Work... Not the Reflection

- Improved vision whether working at a computer, reading or outside
- Eliminates reflections for crisp, clear vision



Pure Nights See the Night... Not the Glare

- Reduces the glare caused by headlights, signs and streetlamps for optimum clarity
- Better vision keeps you safer while driving at night



Pure Sight See the Eyes... Not the Lenses

- By eliminating glare, people will see your eyes, instead of reflections
- Anti-static technology repels dust and dirt, keeping your lenses cleaner, longer

Why PureCoat™ by ZEISS?

Eyeglass lenses are designed to correct your vision so you can see more clearly. But without a superior coating on your lenses, there can be many detrimental factors that mean you aren't experiencing your best vision possible. Reflections from other objects such as glare from headlights, dirt on your lenses, and reduced light transmission, all have a negative impact on your vision. PureCoat by ZEISS lenses help to eliminate or significantly reduce all of these problems.

Crisp, clear vision all day, all night

Light hitting any object reflects off of it — whether computer monitors, windshields, signs, televisions or even glossy paper. This means everything you see has a reflection, resulting in your vision not being at its best.

Some of the worst reflections come when driving at night. Glare from other vehicles headlights and streetlamps can hinder your vision - even more so in the rain.

PureCoat by ZEISS reduces reflections in all of these circumstances, so you'll have crisp, clear vision, all day and all night.

Cleaner, more durable lenses

Dust and dirt on your lenses also negatively impacts your vision. PureCoat by ZEISS uses state-of-the-art anti-static technology to repel dust and dirt, keeping your lenses cleaner, longer. And when your lenses do get dirty through extended use, PureCoat by Zeiss anti-static technology makes your lenses easier to clean.

Also, over time and without proper care, most lenses get scuffs and scratches. PureCoat by ZEISS utilizes advanced scratch-resistant technology to provide lenses so durable that they last the life of the prescription.

See the World... Not the Lenses



Choose PureCoat™ by ZEISS Anti-Reflective Coating

With all of the benefits offered, why not take advantage, and enjoy the best vision possible? Ask your eyecare professional for more details today.

CAMERA LENSES • MICROSCOPES • PLANETARIUM TECHNOLOGY • EYEGLASS LENSES
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From the Leader in Precision Optics

For over 160 years, ZEISS has been the world leader in precision optics. From microsurgery to scientific research, Hollywood filmmaking and the U.S. space program, professionals choose ZEISS for the best in clarity, precision and quality. ZEISS pioneered many of the innovations that define modern eyeglasses, including inventing the anti-reflective coating. And today we continue to evolve the science of optics for one simple reason: to create a higher level of clarity in eyewear that is completely personalized to your vision and lifestyle.



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Carl Zeiss Vision
USA 1-800-358-8258
CAN 1-800-268-6489
www.vision.zeiss.com



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