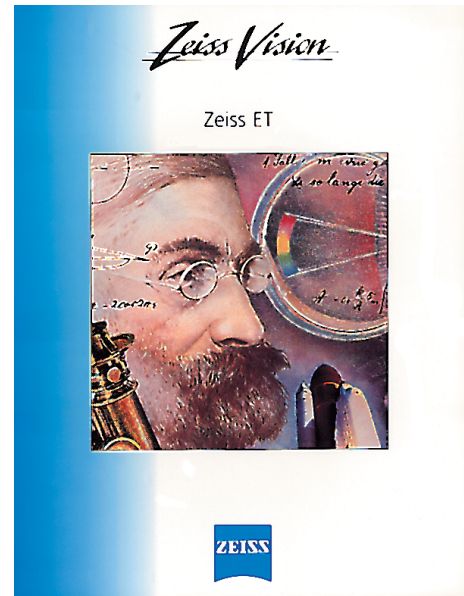


Challenge:  
Introduce Carl Zeiss Vision in the US.

Solution:

1. Carl Zeiss invented vision products in Germany in 1875. First the microscope, binoculars, eye glasses, camera lenses, and all types of vision instruments.
2. We introduced Carl Zeiss Vision to the US using the history of there vision creations. Using the theme "From the Pioneers of Modern Optical Technology Comes a Vision System For the 21st Century."
3. Zeiss Vision Technology is world renown. Zeiss was the cameral lenses on the first camera in space. This History had to become know in the US.
4. Today the Carl Zeiss brand of Vision products is unmatched for quality and durability.



**From The Pioneers Of Modern Optical Technology Comes A Vision System For The 21st Century.**

In 1875 Carl Zeiss and Professor Ernst Abbe formed a partnership that introduced the world to a new era in 20th century optics. History is about to repeat itself. Together, you and Carl Zeiss Optical will pioneer the 21st Century with the first complete vision system—The Zeiss Vision System.

For over 100 years Zeiss quality has been a carefully guarded secret.

Now, in partnership with a select group of wholesale laboratories, Carl Zeiss Optical will reveal the intricate details of the proven Zeiss Vision System. A total quality management program that encompasses six critical elements: scientific research and development, precision engineering, state-of-the-art surfacing and finishing, requirement specific

refraction, true formula fitting and uncompromising customer service. The Zeiss Vision System is the first comprehensive approach to addressing the needs of the laboratory, the ophthalmologist, the optometrist, the optician and ultimately the patient. And when you recommend Zeiss Gradal® HS progressive lenses you guarantee

your patients the most precise, natural vision experience they've ever had. An experience only enhanced by finishing each lens with the most durable AR coating available—Zeiss Super ET and Gold ET.

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system. Be a part of history. Call today to find out how the Zeiss Vision System will benefit both your patients and your practice.

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The mark of Carl Zeiss quality