

Differentiation is the Magic Word



Nowadays, eyeglass wearers no longer base the decision to purchase eyewear on the price alone, but are increasingly focusing their attention on the additional services offered by eyecare professionals. The magic word these days is "differentiation": only eyecare professionals who manage to differentiate themselves from their competitors on the market will be sufficiently attractive for their clients. Offering more services is the key to successful differentiation. The Relaxed Vision System offers eyecare professionals the ideal platform to achieve this goal. By integrating the Relaxed Vision System into their consultations with clients, they convey the impression of leading edge optical technology and state-of-the-art quality to their clients. The client's decision to purchase is considerably influenced by the expertise and professionalism he or she experiences during the consultation. In the following interview **Frank Andreas Hammer** (Landau, Germany) describes his experience with the Relaxed Vision System, the concept behind it and the reactions of his clients to it.

In the words of an eyecare professional: what does the term Relaxed Vision mean for you?

Relaxed Vision is the optimized and very successful combination of product quality, i.e. of the eyeglass lens itself, and the possibility of producing the optimum lens for the client's needs by using leading edge technology that has its focus firmly on the future. Every patient's eyes are different. Ready-made eyeglasses are not the optimum solution. Measuring and centering with the Relaxed Vision system allows optimum lens fitting. Customizing eyewear to the personal needs of each and every wearer guarantees excellent vision and tailor-made visual comfort for the eyeglass wearer.

How do you explain the Relaxed Vision system to your clients?

The Relaxed Vision System is self-explanatory. In our business, every client comes into contact with the system, either during actual measurement or during the subsequent lens consultation. The Relaxed Vision system becomes a self-explanatory service during our talks with clients.

What benefits does the RV Terminal offer the eyecare professional?

The technology is really a godsend for the eye care professional. It allows us to work with an extremely high quality standard during the consultation. However, even the best technology is totally dependent on the expertise and motivation of our staff. This is the basis and ultimately the prerequisite for the optimum interaction of technology and people. The Relaxed Vision System also helps the eyecare professional to achieve success, as clients can directly experience the high quality, stress-free vision that the eyecare professional can offer them.

What support does Carl Zeiss offer for the introduction of the RV Terminal?

The ZEISS Academy offers training for staff using the Relaxed Vision Center. My own staff found the training very professional and useful indeed. In addition, Carl Zeiss supports the optician with a Relaxed Vision Starter Kit. The combination of training and the kit optimally supports eyecare professionals in their function as Relaxed Vision Consultants.



What special advantages does the system have for the eyecare professional?

Due to the system's measuring accuracy, we receive top quality products. We can work more effectively and precisely. Needless to say, it is also important to convey our ophthalmic expertise and professionalism to our clients. The Relaxed Vision System is the ideal tool to achieve this goal.

How does the eyeglass wearer benefit from the Relaxed Vision System?

The benefits for eyeglass wearers are obvious. They receive eyeglasses that have been much better fitted – and all for the same price. The glasses adapt to the wearer, not the other way round. The adaptation period is no longer necessary to the extent required in the past.

Why do you recommend customized measurement of the eye to your clients?

We have no option. With the excellent quality of today's lenses – and we work primarily in the premium range – it is an absolute must that the highest standards are achieved at

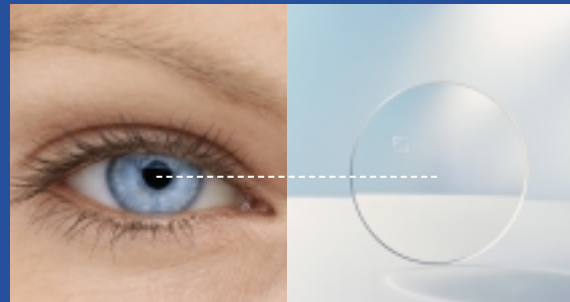
all stages and in all areas of the process – from the initial consultation to the technical possibilities available. This is precisely the reason why I decided to equip all outlets with the Relaxed Vision System.

What promotions have you used to attract new clients to the Relaxed Vision System?

First, Carl Zeiss offers a successful concept for the consultation work performed by the eyecare professional. Second, the system is our guarantee that satisfied clients will return to our business and pass on the good message to other people. Many new clients come to our outlets on the recommendation of friends and relatives.

Mr. Hammer. Thank you very much for talking with us today.

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Relaxed Vision: Makes Visual Stress a Thing of the Past

Better, more relaxed vision thanks to optimum tailoring of the eyeglass lens to the needs of the eye. The eye and lens form an optical system. The interaction of the eye and the lens is very complex. Thanks to the in-depth knowledge gained in research, we can now look far beyond the technology of the lens itself: the optimized dialog between the eye and the lens, between nature and highly advanced optical systems, allows more relaxed, brilliant vision. In the past, the eye had to adjust to the lens. Today, the lens is adapted to the special requirements of the wearer's eyes. Even the smallest of errors can have the greatest of consequences: the eye and brain have to work harder to compensate for blurring. Small errors during the fitting of the lens can lead to impairments in the optical performance of the lens: losses in lens performance of 40% and more are no rarity in traditional lens fitting. Every 1/10 of a millimeter counts.

Measuring the eye

The foundation for better vision is laid not only by exact eye measurement, but also by flawless evaluation of the measured data. On the basis of the measured data, the lens is tailored exactly to the personal requirements of the individual eye, much like a custom-made suit. Measuring all important parameters of the eye with pinpoint precision is the job of Relaxed Vision Terminal systems. With millimeter accuracy, the system records the optical parameters, e.g. the distance between the eyes or the position of the pupils, required for optimal production of a customized lens. The adaptation of the lenses to the special needs of every eye starts by performing a short, stress-free measurement on the Relaxed Vision System. Image-assisted measuring techniques record the shape of the eye as well as eye-related calibration and centration data, and the patented speckle target ensures that no fixation errors occur.