



EYEMAGINATIONS



CARL ZEISS VISION

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Carl Zeiss Vision and Eyemaginations Announce a Partnership

SAN DIEGO, CA and BALTIMORE, MD – Carl Zeiss Vision, Inc. has partnered with Eyemaginations, Inc. to offer customized Eyemaginations LUMA software for Carl Zeiss Vision practices across the United States.

Carl Zeiss Vision has collaborated with Eyemaginations to incorporate ZEISS-specific lens products into the software, including Zeiss Individual™, PureCoat™, PrescripSun™, Zeiss Foundation®, as well as other ZEISS customized and computer lenses. This custom software allows doctors to communicate with patients with the full utility of the compelling Eyemaginations narratives, to visually explain conditions and treatment options, and to demonstrate the benefits of specific ZEISS products.

With the Carl Zeiss Vision sponsorship, practices can purchase this custom LUMA software at a special price, and may purchase through the Carl Zeiss Vision Rewards program.

“Today it’s not enough just to offer superior products like Zeiss Individual™,” said Dave Delle Donne, Carl Zeiss Vision’s Vice President, Professional Sales. “We also have to help practices communicate the benefits of these advanced products to the patient. Working with Eyemaginations gives us a very powerful vehicle for helping practices educate their patients.”

"This relationship with Carl Zeiss Vision allows more eye care practices to benefit from LUMA. With this program, practices that market ZEISS lenses and add-ons will provide a better patient experience and grow their business at the same time," said Jeffrey Peres, President and CEO of Eyemaginations. "The broad ZEISS portfolio of lenses makes this collaboration feasible and we are excited to use this opportunity to broaden our distribution."

About Carl Zeiss Vision:

Carl Zeiss Vision is a leader in lenses, coatings, Rx Lab services and equipment. Through its ZEISS, SOLA, Teflon® Clear Coat Lenses and American Optical brands, Carl Zeiss Vision works continually to deliver a superior visual experience to wearers and growth to the optical industry. Carl Zeiss Vision's North American headquarters are located in San Diego, California.

About Eyemaginations:

Eyemaginations, Inc. is a health care media company focused on solutions that support professionals, patients and corporations in communicating and understanding complex topics. The company's in-depth experience with animation, design and software has enabled Eyemaginations to create integrated systems that provide clear and concise education solutions. Eyemaginations has a portfolio of products that are focused on eye care, allergies, and ENT. The company has offices in Baltimore, Los Angeles, and Erlangen, Germany. Eyemaginations can be reached at 877.321.5481 or www.eyemaginations.com.