



HERON EYECARE NEWSLETTER

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We are very excited to present to you the Heron Eyecare newsletter. Our goal is to keep you informed on all the latest news at Heron Eyecare and also share insights on new optical technologies and advancements.

In February we welcomed our newest staff member, Renee, who is part of our optical support staff. We also welcomed back Sholeh. So together with Lisa Jane and Brie, our optical support staff endeavours to be helpful and friendly and keep everyone who visits Heron Eyecare relaxed and comfortable.

In this issue we will talk about the latest lens technology to be released by Carl Zeiss. This technology is the newest in Zeiss innovations and may prove to be the most exciting thing in optics for 2016.

Finally, a more relaxable drive!

There is something captivating about driving a car. Yet many people still feel insecure and inadequately supported by their glasses in tricky conditions – such as during a storm, at night or at dawn or dusk. Traditional progressive lenses in particular are not optimum for driving a car. Using a combination of an optimised lens design and a special coating, ZEISS DriveSafe offers you a lens for everyday use with special features to make driving a more relaxed experience. HERON EYECARE is excited to offer you the new revolutionary ZEISS DriveSafe lenses to enhance your driving experience.

How you benefit?

ZEISS DriveSafe lenses are a visual dream come true for many drivers.

•You can wear DriveSafe lenses like normal glasses for the entire day and benefit from these features for a safe driving experience.

•A more relaxed feeling when driving thanks to better vision in the challenging light conditions caused by low light or bad weather.

•Reduced discomfort glare for drivers who are frequently irritated by oncoming car lights and the scattered light from street lamps.

•For progressive lens wearers: optimum vision comfort when looking at the road, the dashboard, the rear-view mirror and the side mirrors.

For everyone who wants a more relaxed driving experience!

Whether we drive a lot or a little, good vision while driving is important to all of us. Driving in bad weather and tricky conditions is uncomfortable and stressful for many people. The demands placed on the optimum driving glasses are very similar.

Drivers who wear glasses would like to have:

1. Better vision in bad weather, at night or at dawn or dusk
2. Less glare
3. Fewer vision problems when shifting focus

During a driving eye tracking study in Stuttgart, Germany, the visual needs of drivers were identified. 97% of the time was spent watching the road, 2% of the time the dashboard, and 1% of the time focusing on mirrors. The results of this eye tracking study were used to design spectacle lenses specifically to give accurate vision of the road, dashboard and mirrors.

DriveSafe meets this need for single vision and progressive lenses. The secret is: glasses with DriveSafe lenses are intended for everyday use and can be worn for the entire day.



1. Reduced glare at night from oncoming cars or street lights



2. Better vision in low-light conditions for safer and more comfortable driving



3. Clear visibility of the road, dashboard, rear-view mirror and side mirrors

Three innovative lens design features by Zeiss resulted in DriveSafe lenses!

1. ZEISS Luminance Design® technology

ZEISS DriveSafe features an optimised lens design that takes into account the size of our pupils in poor light. There is one lens design for single vision lenses and one for progressives. The result: improved and unimpaired vision when driving in poor light.

2. ZEISS DuraVision DriveSafe lens coating

With DriveSafe, ZEISS has used a special new coating to take into account the many different situations during driving when our eyes are confronted with glare. The DuraVision® DriveSafe coating by ZEISS partially reflects wavelengths of the blue light spectrum, including the band around the wavelength of 450 nm. DuraVision® DriveSafe Coating by ZEISS therefore reduces discomfort glare by up to 64% compared to other anti-reflective coatings.

3. ZEISS DriveSafe lens design for progressives

ZEISS offers a special design to make driving with progressive lenses more comfortable and safer. The optimised vision zones make it easier for the eyes to refocus when moving between the road ahead and the dashboard and the rear view or side mirrors. Horizontal movements of the head are reduced. At the same time, the near zone is designed so that DriveSafe glasses can be worn all day long, they are also suitable for other activities, including reading.

Eye diseases which effect driving?

Many eye health conditions, including **cataracts**, **glaucoma** and **macular degeneration** can affect our ability to drive safely. The Australian wide vision standards for driver's licences are set for our safety and the safety of others. Drivers over the age of 75 are currently required to have annual medical exams to assess their fitness to drive. Many other drivers with health conditions are also required to have a driver's licence medical. The two main vision requirements for driving is to have an acceptable level of central vision or visual acuity and normal peripheral field of view.

Cataracts can cause reduced vision but also can increase sensitivity to light and "night blindness". Thankfully cataract surgery can improve the vision changes caused by cataracts. **Glaucoma** causes nerve damage of the optic nerve and retinal nerve layers. Peripheral vision loss is first affected by glaucoma and can affect your fitness to drive in more advanced cases. **Macular degeneration** can cause reduced or distorted central vision reducing your visual acuity. Many other rarer eye diseases can also affect your ability to drive by reducing central or peripheral vision.

Henry, Miriam and Hugh are always happy to assist you to understand your visual needs and eye health to keep us all as safe as possible on our roads.

Happy Driving!

From the Heron Eyecare Team.

PROBABLY THE MOST EXCITING SAFETY FEATURE IN YOUR CAR.

ZEISS DriveSafe Lenses

The ZEISS logo is displayed in white capital letters on a blue rectangular background.

*Images courtesy of Carl Zeiss Pty Ltd