

# eye 魅 glamour

Vol. 20

TM

**Debbie Goh**  
Loves only  
unisex glasses

**Eyecatching**  
**Loewe** glasses



**Swarovski** launches 2012  
sunglasses collection

**Emporio Armani** 30 colourful years  
expressed in eyewear

WEST MALAYSIA  
RM12  
EAST MALAYSIA  
RM14

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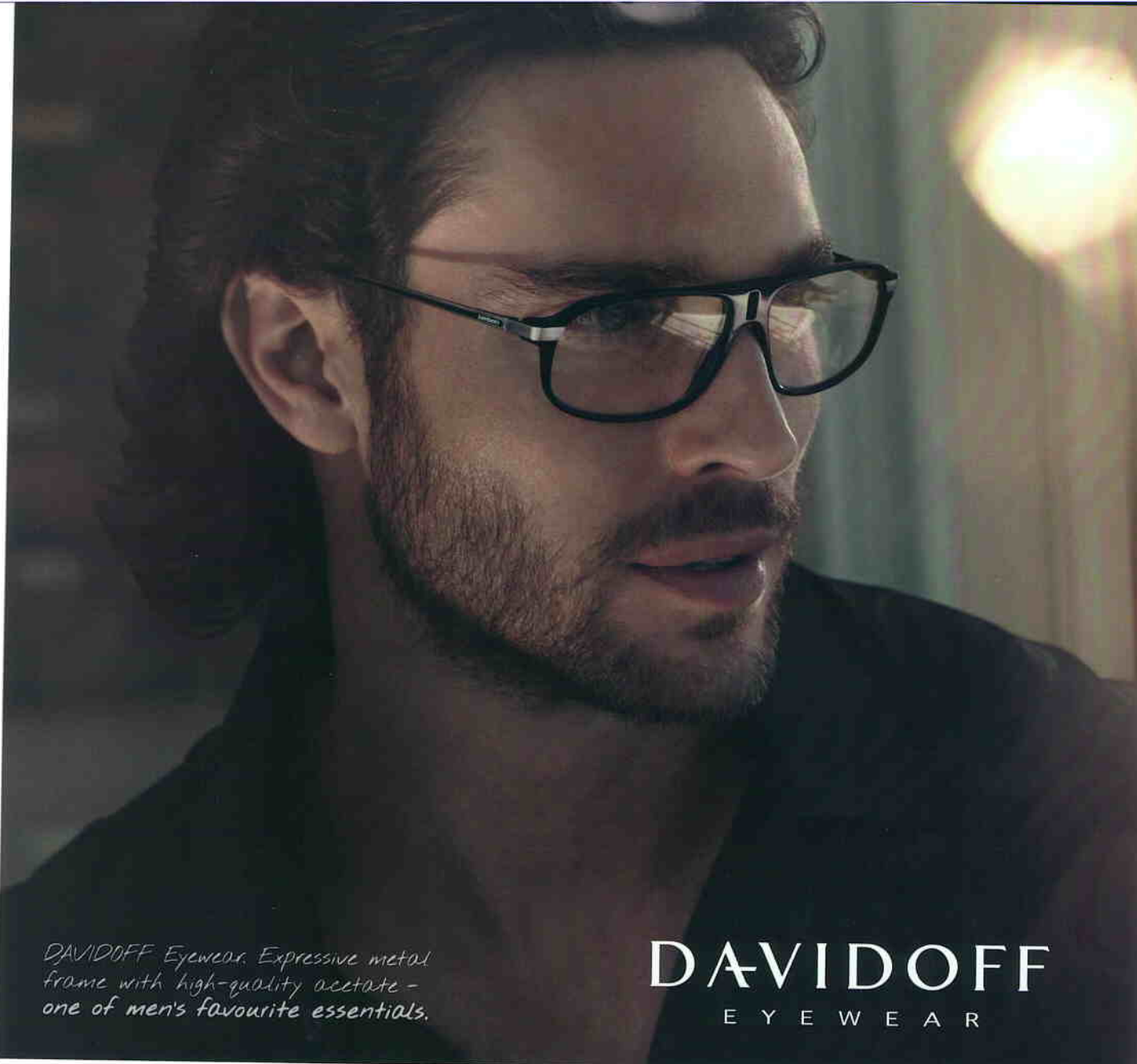


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**MORGAN**  
EYEWEAR



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E Y E W E A R



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**A perfect fit.  
For eyes, nose, ears and character.**

The new ErgoFlexx Individual frames from ZEISS. Can be adjusted individually to all face shapes and every visual requirement.

**Now with  
new temple  
colours**

**See more. Live more.  
ZEISS precision eyeglass frames.**



A leader in precision optics since 1846.



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JAGUAR

EYEWEAR



And suddenly you see  
more. Even at night and  
in low light.



ZEISS precision lenses featuring i.Scription® technology:

- as unique as your visual “fingerprint” and accurate to 1/100th of a dioptre
- your vision is clear and sharply focused – even at night and in low light
- your colour and contrast perception is enhanced

**See more. Live more.**  
**ZEISS precision lenses.**



A leader in precision optics since 1846.

And suddenly you see more.  
Even at night and in low light.



ZEISS precision lenses with i.Scription® technology.

## The new ZEISS precision spectacle lens concept enables improved vision - even at night and in low light.

Better vision at night – hundreds of spectacle wearers have already enjoyed this unique experience. They purchased ZEISS precision spectacle lenses featuring i.Scription technology and are now experiencing a new quality of vision. The difference becomes particularly clear at night. ZEISS precision spectacle lenses featuring i.Scription technology also provide optimum vision during the day. Suddenly, you can see more clearly with razor-sharp focus. Contrasts are perceived with greater clarity and colours are seen more vividly.

The special feature of i.Scription by ZEISS: these precision spectacle lenses take into account not only typical vision defects such as shortsightedness and farsightedness, but also the individual profile of the eye, which is as unique as a person's fingerprint. The basis for this profile is an analysis of the eye using the i.Profiler – special ZEISS eye analysis equipment based on cutting-edge wavefront technology. A complex computer process translates this data into a precision spectacle lens which is a perfect match both for the individual eye and the specific vision conditions.

Precision measuring enables ZEISS to manufacture spectacle lenses with accuracy of 0.01 dioptres. Conventional lenses are produced to 0.25 dioptre.

This precision comes as a real revelation, especially at night when inevitably less light reaches the eye. Under such conditions, any weaknesses not corrected by the lens have a particularly negative impact. Added to this are the effects of light sources at night such as streetlamps or the headlights of oncoming traffic, which can be both blinding and stressful to the eye and can make driving at night extremely dangerous.

Everyday, hundreds of enthusiastic spectacle wearers find that such negative effects are a thing of the past – thanks to ZEISS prescription spectacle lenses featuring i.Scription\*. They have long since discovered the best ZEISS spectacle lens solution ever!



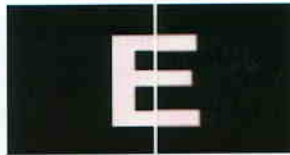
with i.Scription\* without i.Scription\*

Clearer, crisper, more relaxed vision  
i.Scription\* technology by ZEISS enhances visual comfort. You enjoy clearer, sharper vision. The result: reduced eye fatigue.



with i.Scription\* without i.Scription\*

Better colour vision  
i.Scription\* technology by ZEISS adds more brilliance to your life and lets you see colours as they really are: bright and more intense.



with i.Scription\* without i.Scription\*

Better visual contrast  
Seeing contrast, e.g. white letters on a black background is especially challenging for the eyes. i.Scription technology by ZEISS enhances contrast.



with i.Scription\* without i.Scription\*

Better night/low-light vision  
Looking directly at a light source at night results in glare and halo effects, e.g. car lights. i.Scription\* technology by ZEISS reduces these effects.