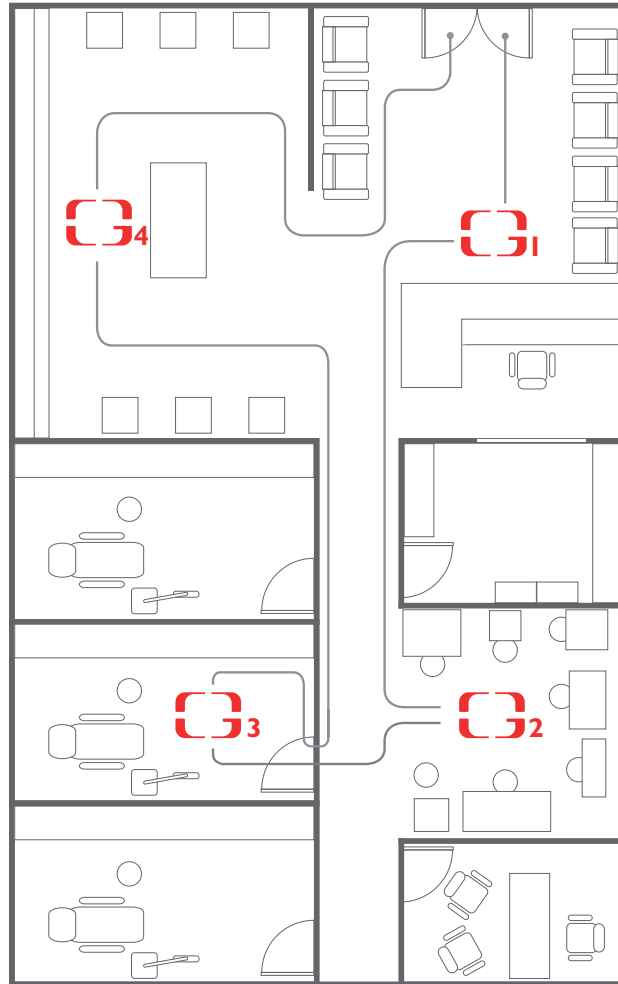


## Best Practices

While every practice is different, these tools have helped Eye Care Professionals successfully provide the GUNNAR solution to their patients. See what might work best for your office.

- Encourage office staff to wear GUNNARS to provoke patient questions
- Keep the display fully stocked and the power on
- Include questions about computer and video game usage in your Patient Questionnaire/Exam Form



### G1 Reception Area

- Provide Patient Questionnaire/Exam Form to patient
- Ensure form is filled out properly – note email address, physical address\*
- Consider offering a computer for checking email or surfing the internet

\*Important for direct marketing, email blasts, billing and appointment verification

### G2 Pre-Test

- Review Patient Questionnaire/Exam Form
- Optometric Technician should drill down to the problem/root cause using all answers from the Patient Questionnaire/Exam Form related to Digital Eye Fatigue
- Ask probing questions regarding office environment, computer location, glare, fluorescent lighting
- Reference issues related to near distance computer viewing and visual performance

### G3 Exam

- Review Patient Questionnaire/Exam Form
- Demo GUNNAR eyewear readily available for testing
- Discuss possible uses and applications for GUNNAR – post LASIK surgery, video games, internet, contact lens wearers, prescription
- Provide or discuss GUNNAR brochure
- If patient has Digital Eye Fatigue, prescribe GUNNAR as a solution

### G4 Dispensary

- Review Patient Questionnaire/Exam Form
- Take patient to display to reinforce GUNNAR lens technology
- Demonstrate and review advantages of GUNNAR Digital Performance Eyewear
- Measure/fit patient with specific eyewear
- Ask final questions:
  - Do you have any additional questions regarding GUNNAR Digital Performance Eyewear?
  - Would a second pair of GUNNARS be advantageous for home/office?
  - Would anyone in your family benefit from using GUNNAR?

USA 1-866-994-9648  
www.czvgunnars.com



©2010 Carl Zeiss Vision International GmbH. GUNNAR ERGO HD product designed and manufactured using Carl Zeiss Vision technology. US patent 6,089,713. Other patents pending. PureCoat is a trademark of Carl Zeiss Vision International GmbH. FRACTYL™ is a trademark of Gunnar Optics. 0000.139.16640 09.10

# GUNNAR

DIGITAL PERFORMANCE EYEWEAR

Optics by Carl Zeiss Vision



DRIVEN BY A PASSION...  
TO ENHANCE THE ABILITIES  
OF THE HUMAN VISUAL SYSTEM  
WITH REVOLUTIONARY  
TECHNOLOGICAL INNOVATIONS



# GUNNAR

DIGITAL PERFORMANCE EYEWEAR

Optics by Carl Zeiss Vision

## Your patients live in a digital world.

But most of them don't know the effect this has on their eyes. Extended time in front of a computer, PDA, or other back-lit digital screen can cause your patients to suffer from symptoms of Digital Eye Fatigue.

These include:

- Dry or itchy eyes
- Eye strain
- Watery eyes
- Headaches
- Blurred vision

GUNNAR Digital Performance Eyewear with optics by Carl Zeiss Vision delivers a powerful visual advantage for the most demanding digital users. GUNNAR eyewear is proven to reduce the symptoms of Digital Eye Fatigue by minimizing eyestrain and visual stress caused by computer, PDA or video game usage.

By incorporating Carl Zeiss Vision's cutting-edge customized lens technology, GUNNAR Rx lenses are optimized for each unique prescription to deliver unparalleled visual performance.

## GUNNAR Results\*

GUNNAR Eyewear is a proven solution for Digital Eye Fatigue. Patients were interviewed before and after using GUNNAR Performance Eyewear and provided the following results:

- 100%** reported improved ease of viewing
- 96%** reported reduction in eye strain
- 90%** would recommend the use of GUNNAR Digital Performance Eyewear
- 80%** reported their eyes were less tired when wearing GUNNARS
- 79%** said that wearing GUNNAR eyewear increased their productivity

\*Based on the results of GUNNAR Optiks' Market Test questionnaires, conducted March - April, 2009



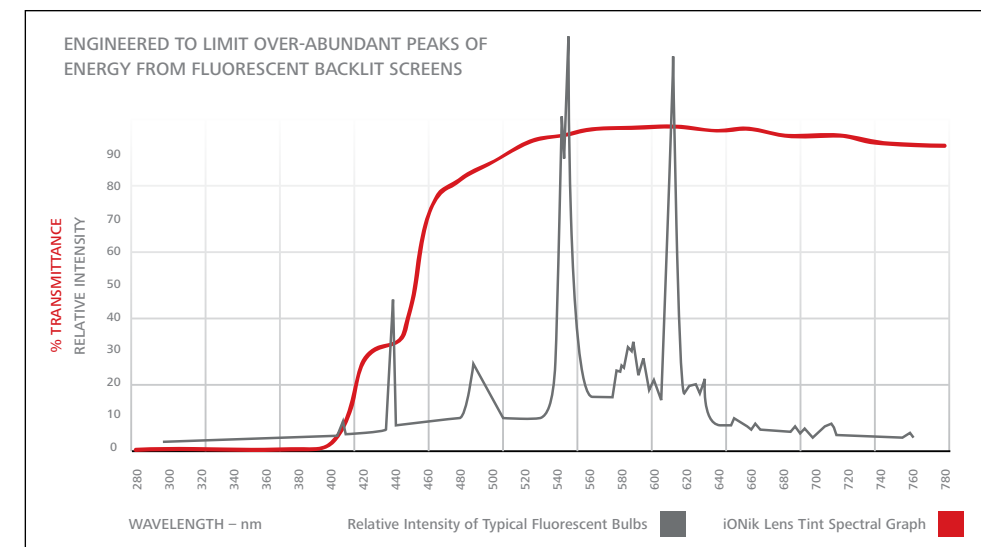
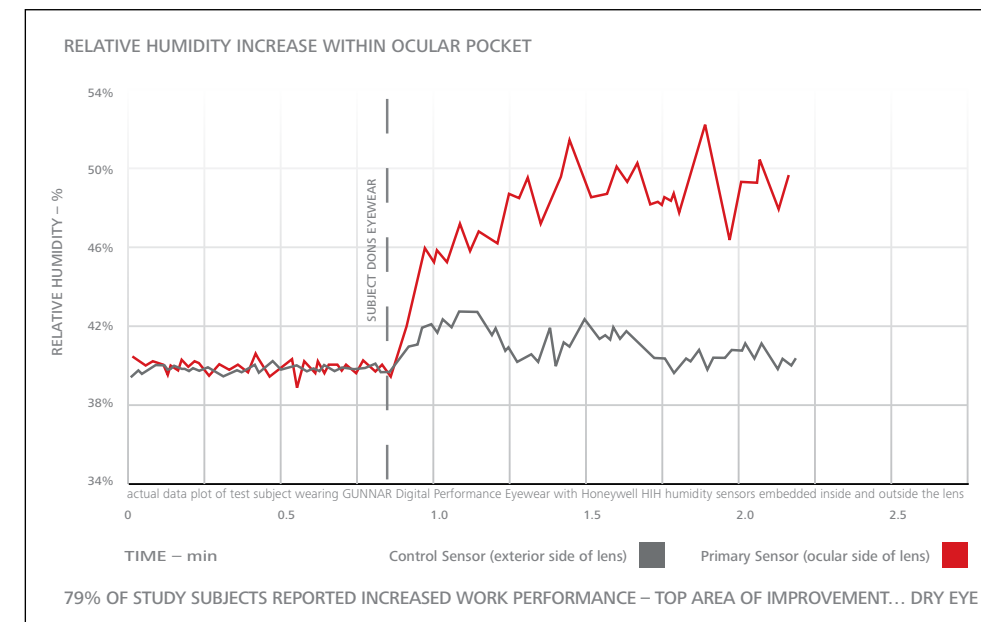
Over 250 million Americans use computers or hand-held devices.

100 million Americans suffer daily from Digital Eye Fatigue.

Computer eyestrain has been the #1 office health complaint for the last three years.

## GUNNAR Benefits

- Minimizes dry, itchy eyes
- Relaxes ocular muscle and decreases eyestrain
- Enhances contrast and reduces glare for sharper, clearer vision
- Increases visual endurance and productivity
- Optimized for your unique prescription
- Available in prescription designs, including progressives, and non-prescription



# GUNNAR

DIGITAL PERFORMANCE EYEWEAR

Optics by Carl Zeiss Vision

## HD SINGLE VISION

### Advanced Rx Solutions for Digital Eye Fatigue Exclusively by Carl Zeiss Vision

Designed specifically for single vision wearers who are avid computer users or gamers, GUNNAR HD SINGLE VISION lenses provide the clearest vision possible for today's digital world.

GUNNAR HD SINGLE VISION lenses incorporate Carl Zeiss Vision's premium customized high-definition optics. With technically superior geometry optimized for each prescription, GUNNAR HD SINGLE VISION lenses deliver unsurpassed clarity and wider peripheral viewing without the compromises of traditional Rx lenses.

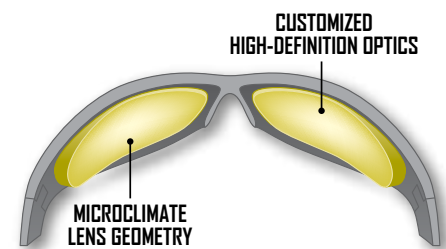
GUNNAR's FRACTYL™ wrap configuration limits air flow near the eyes, creating a high humidity area which keeps the eyes moist and prevents irritation

#### GUNNAR HD SV & ERGO HD Lens Availability

Lens	Material	Treatments	Rx Sphere*	Cyl**	Power Shift
GUNNAR HD SV	Polycarbonate	PureCoat™ by ZEISS AR and proprietary amber lens tint	+3.00 to -4.00	to -4.00	N.A.
GUNNAR ERGO HD	Polycarbonate	PureCoat™ by ZEISS AR and proprietary amber lens tint	+3.00 to -4.00	to -4.00	0.75D 1.25D 1.75D

\*GUNNAR ERGO HD lenses are prescribed by specifying the patient's distance Rx, add power, and near PD, allowing the lab to select the best power shift (recommended). Intermediate viewing distance varies by Rx. Most patients will not experience clear distance vision.

\*\*Not all prescriptions will be available with -4.00D



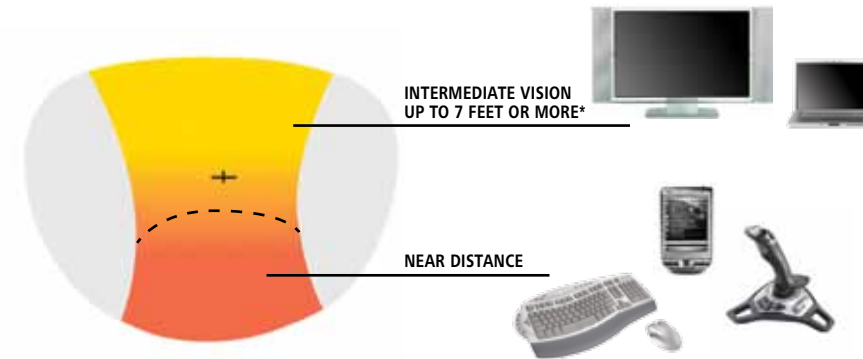
## ERGO HD

### Ergonomic Digital Eyewear with Lenses Exclusively by Carl Zeiss Vision

New GUNNAR ERGO HD prescription lenses give computer users a noticeable visual advantage and are designed to reduce Digital Eye Fatigue.

Designed for wearers who require addition power, GUNNAR ERGO HD lenses combine Carl Zeiss Vision's patented high-definition customized lens optics with GUNNAR's ergonomically designed frames.

GUNNAR ERGO HD lenses provide extra-wide near vision through the bottom of the lens, transitioning to extra-wide intermediate vision through the top of the lens, for uninterrupted digital work and play — from keyboard to joystick, monitor to television.



#### GUNNAR ERGO HD Intermediate and Near Viewing Ranges

Power Shift	Recommended Add Range	Farthest Intermediate Vision Range	Closest Near Vision Range
0.75D	+0.75 to +1.25D	4.5 - 15 Feet	12 - 16 Inches
1.25D	+1.50 to +2.50D	2.0 - 13 Feet	12 - 16 Inches
1.75D	+2.75 to +3.50D	1.5 - 3 Feet	11 - 15 Inches

GUNNAR ERGO HD lenses are not suitable for driving.



#### Rx Benefits Include:

- Reduces visual stress, eyestrain and digital eye fatigue
- Customized high-definition wrap optics optimized for maximum fields of clear vision
- Ocular microclimate traps in humidity to alleviate dry-eye symptoms
- Proprietary tint increases contrast and tunes the color spectrum for peak visual efficiency
- PureCoat™ by ZEISS AR coating filters reflected glare and reduces visual noise while amplifying clarity

# GUNNAR

DIGITAL PERFORMANCE EYEWEAR

Optics by Carl Zeiss Vision

PREMIUM OPTICS  
IMPROVE VISUAL PERFORMANCE  
& PROTECT AGAINST EYESTRAIN & FATIGUE



FLOOR DISPLAY



COUNTERTOP DISPLAY



WALL & MINI DISPLAY

## EDGE



Rx	CATALYST - Edge	SKU# R6638	140 mm	119 mm
		ASH (GUNMETAL)	24 mm	56 mm 30 mm
		CLOUD (WHITE)		
		ONYX (BLACK)		

## GROOVE



Rx	CATALYST - Groove	SKU# S6124/2	134 mm	113 mm
		ASH (GUNMETAL)	19 mm	57 mm 33 mm
		ESPRESSO (BROWN)		
		ONYX (BLACK)		

## STYLUS



Rx	SPHERE - Stylus	SKU# STY	139 mm	130 mm
		BRONZE	15 mm	63 mm 30 mm
		SATIN CHROME		

## PHENOM



Rx	ATTACHE - Phenom	SKU# ST002	140 mm	132 mm
		EARTH (BROWN)	19 mm	54 mm 28 mm
		GRAPHITE (GUNMETAL)		
		ONYX (BLACK)		

## EMISSARY



Rx	ATTACHE - Emissary	SKU# ST003	137 mm	134 mm
		GRAPHITE (GUNMETAL)	19 mm	55 mm 28 mm
		MERCURY (SILVER)		
		ONYX (BLACK)		

## WING



Rx	ATTACHE - Wing	SKU# WIN	137 mm	129 mm
		ESPRESSO / GOLD	17 mm	54 mm 27 mm
		ONYX / SILVER		
		SILVER / RED		

## ANIME



Rx	ATTACHE - Anime	SKU# ANI	130 mm	130 mm
		ONYX (BLACK)	15 mm	51 mm 28 mm
		PALE ROSE		
		STEEL BLUE		

## SHEADOG



Rx	METALLIC - Sheadog	SKU# G00005	139 mm	130 mm
		MERCURY (SILVER)	19 mm	53 mm 30 mm
		ONYX (BLACK)		
		Headphone Compatible		

## JEM



Rx	METALLIC - Jem	SKU# JEM	134 mm	125 mm
		COBALT BLUE	15 mm	60 mm 32 mm
		ONYX (BLACK)		
		Headphone Compatible		