



Press Release

ZEISS Stages World Premiere of "SEEING!"

Full-dome Planetarium Film Follows the Creation of a Photon and its Journey Across the Galaxy to a Young Stargazer's Eye

New York City, April 14, 2016 – Today, in advance of Vision Expo East 2016, one of the world's most important trade shows for the vision industry, ZEISS will debut the world premiere of "SEEING!" a full-dome planetarium show on sight and the precious gift of vision. The screening will take place at the Hayden Planetarium at the American Museum of Natural History. The 25-minute planetarium film will be distributed for free to more than 1,500 planetariums worldwide through the International Planetarium Society, starting in June 2016.

SEEING! – A photon's journey across space, time and mind

Funded through a generous grant by Zeiss, "SEEING!" will bring the story of sight and vision to planetariums worldwide. Produced by Mirage3D and Koenig Films, "SEEING!" follows a photon's creation and journey across the galaxy to a young stargazer's eye. The viewer follows the photon into the girl's eye, learning the structures of the eye and their functions, prior to taking a ride on the optic nerve. "Seeing!" was directed by Robin Sip, written by Emmy Award® winning writer Kris Koenig and narrated by Dr. Neil deGrasse Tyson, American astrophysicist, cosmologist, author, science communicator and the Frederick P. Rose Director of the Hayden Planetarium at the Rose Center for Earth and Space in New York City.

"SIGHT: The Story of Vision"

A one-hour documentary on sight and vision – "SIGHT: The Story of Vision" – along with "SEEING", are part of a set of multimedia products, including a robust website, mobile app, eBook and a public outreach events that will be presented by associated public television stations across the U.S. The domestic and international broadcast will premiere on World Sight Day in October 13th, 2016. "SIGHT" will provide the public with an understanding of the science, medicine, and technology that allow us to see, while increasing the viewer's appreciation for their own sight. The story includes threads on worldwide vision crisis and the humanity that battle to eradicate blindness. Music legend Sir Elton John narrates the documentary.

This concept of interconnect media is modelled on the extremely successful National Science Foundation awarded project "400 Years of The Telescope", which was developed for the International Year of Astronomy and included a PBS science special under the same title and the planetarium film "Two Small Pieces of Glass" that has played in over 46 countries in 24



languages to become one of the most screen immersion films in history. "SIGHT" underwritten by several major vision industry players, among them ZEISS, Luxottica, VSP, Alcon Foundation and the Brien Holden Institute Foundation.

More information on "SIGHT" and "SEEING!" including trailers is available at <http://storyofsight.com>.

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About ZEISS

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. The ZEISS Group develops and distributes semiconductor manufacturing equipment, measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and planetarium technology. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Semiconductor Manufacturing Technology, Research & Quality Technology, Medical Technology, and Vision Care/ Consumer Optics. ZEISS is represented in over 40 countries and operates more than 30 production sites, over 50 sales and service locations and about 25 research and development facilities.

In fiscal year 2014/15 the company generated revenue approximating €4.5 billion with around 25,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Further information at www.zeiss.com

Vision Care

The Vision Care business group is one of the leading manufacturers of eyeglass lenses and ophthalmic instruments. The business group develops and produces offerings for the entire eyeglass value chain that are distributed globally under the ZEISS brand. The business group is allocated to the Vision Care/Consumer Optics segment. In fiscal year 2014/15 the segment generated revenue of €1.007 billion with around 9,100 employees.