

Can you imagine being responsible
for 400 million eyes?



We can: after the founding of the new company Carl Zeiss Vision, 200 million people now wear spectacles from one of our famous brands.

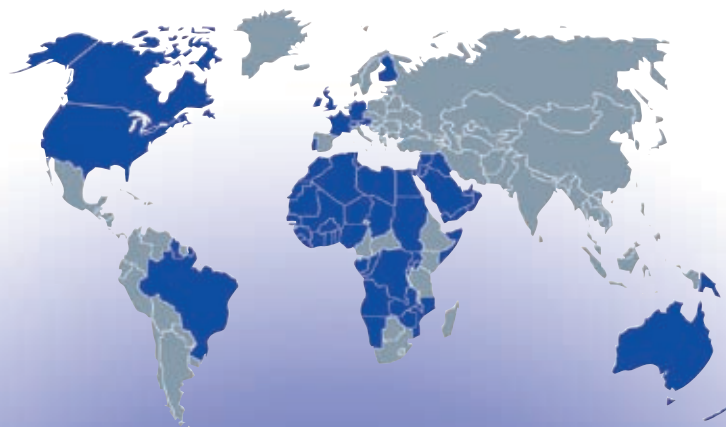
Find out more about the fascinating things we can do for you in the future.

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IReST

International Reading Speed Tests



New:
Standardized texts in 6 languages for
the measurement of reading speed.

Carl Zeiss Vision
supports:

IReST
International Reading Speed Tests



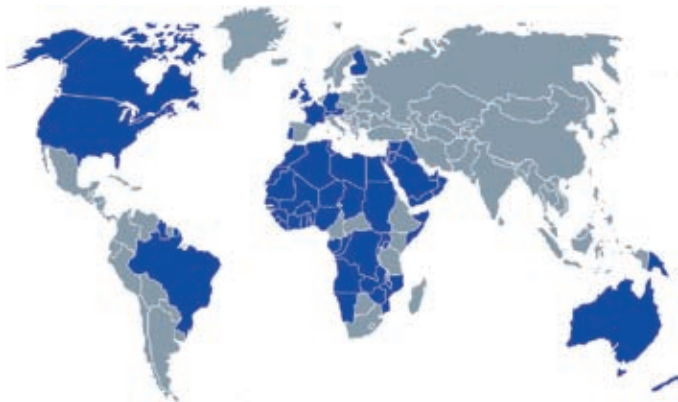
This work was supported by
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AMD-READ



Implemented with
the kind support of
Carl Zeiss Vision

IReST, the tool for an evidence-based procedure

- Reproducibility
- Comparability
- Documentation of success



The world map shows the language zones covered by IReST:

English **French** **German**
Finnish **Arabic** **Portuguese/Brazilian**

Easy to use

- Easy to handle (A4 booklet)
- Easy to measure (by stopwatch)
- Easy to calculate (normal values and formula included)
- Printed in high contrast
- Laminated for durable use

Applications

- For normal subjects
- For patients with low vision (monitoring of disease, effect of treatment and rehabilitation)
- For patients with developmental dyslexia (severity of reading disorder, effect of training, etc.) – for juveniles and adults

IReST

International Reading Speed Tests



Characteristics

- Standardized texts of equal length, difficulty and linguistic complexity
- Set of 10 paragraphs of text in each language for repeated measurements
- Comparability between languages for international studies
- Natural conditions: newspaper print, meeting the demands of everyday life

User groups

- Ophthalmologists and neurologists
- Optometrists and ophthalmic opticians
- Orthoptists and low vision specialists
- Teachers and psychologists
- All reading researchers

Purchase Price:
EUR 49.- + shipment

The texts were developed by the Partner of the AMD-Read project:

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*) Customers of Carl Zeiss Vision can purchase IReST via their regional branch of Carl Zeiss Vision: www.vision.zeiss.com