

Getting Started Guide

www.zeiss.com/e-learning

Welcome to the ZEISS Academy Vision Care! New courses will continuously be added, so be sure to check back frequently. This guide was prepared should you need help navigating through the platform. Additional help is available in the FAQ section or you can contact support.academy-visioncare.us@zeiss.com. The links in the Table of Contents below will help you navigate the guide.

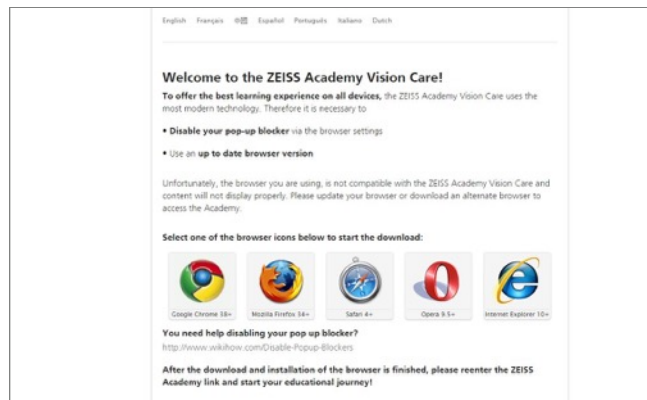
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I. Registering as a new user and logging in- www.zeiss.com/e-learning

If this is your first time using the ZEISS Academy, again, Welcome! We are sure you will find the courses both educational and entertaining. Now, let's get started.

- A. The site functions on current standard browsers and most devices, including tablets and smartphones. If you are directed to the page pictured below when you navigate to the site, then you will need to download an updated browser. Click on one of the icons for your preferred browser and it will direct you to a site where you are able to download the latest version.



- B. Once you have navigated to the homepage, you can begin the registration process by clicking "Sign up" at one of two locations on the Homepage. If you have registered on any ZEISS e-learning platform in the past, you can skip this process and login directly with your username and password.

New users will need a ZEISS customer ID for full access or a promotional code that will provide limited access



- C. To register, you need to fill out all of the information on the form. If this form looks familiar and you think you have filled it out for ZEISS in the past, click “You can Login Here” at the bottom of the page to login with your username and password.

IMPORTANT: Use a unique, valid email address. We do not distribute email addresses. This address is used to setup your account, help you recover your password, and to provide you with important information regarding your ZEISS Academy courses.

- D. When you have completed the form, you will receive an automatically generated email with your username and temporary password. When you login for the first time, you will need to accept the Terms and Conditions and will be asked to change your password to one of your choosing.

Sign up

Please provide the following information to sign up. Fields marked with an asterisk (*) are mandatory.

Title
No title ▾

First name *

Last name *

Email *

Country *
Unknown ▾

Customer Number / CAID *

Preferred working language *
Unknown ▾

Time zone
(UTC 1:00) Central European Time (CET) ▾

[Sign up](#)

Are you already a user?
[You can Login here.](#)

- E. For both new and existing users, if you have forgotten your password, no need to fret. On the homepage, click “Forgot your password?” and an email will be sent with a link to reset your password. If you need to change your password in the future, simply click your name in the upper-right corner and select “My Profile.”



II. General site overview

You have made it into the ZEISS Academy, so let's take a little tour.

- A. Generally, on the homepage you will notice four columns. The first column shows courses you are enrolled in and the remaining columns represent the three learning sections: Optical Science, ZEISS Products and Sales & Communication.

The screenshot shows the ZEISS Academy homepage. At the top left is the ZEISS logo. To its right is a navigation menu with links: 'Available courses', 'Learner_ID_1', 'Learner_ID_1', 'My Courses', 'My Profile', and 'Logout'. Below the logo is a banner with the text 'The moment knowledge is at your fingertips, anytime, anywhere. This is the moment we work for.' and 'ZEISS ACADEMY VISION CARE'. Below the banner is the 'ZEISS Academy Vision Care' header. The main content area is divided into four columns: 'My Courses', 'Optical Science', 'ZEISS Products', and 'Sales & Communication'. The 'My Courses' column lists four courses: 'Basic Optics (Preliminary)', 'Basic Optics Quiz', 'Basic Sales Principles', and 'Coatings & Coloured Lenses'. Each course shows progress, learning time, and an 'Open course' button. At the bottom of this column is a 'Show All My Courses' button. The 'Optical Science' column features a course titled 'Introduction to Vision Care'. The 'ZEISS Products' column features a course titled 'Progressive Lenses'. The 'Sales & Communication' column features a course titled 'Train your Sales Skills'. Annotations with arrows point to various elements: 'Use to return to the homepage at anytime' points to the ZEISS logo; 'My courses: See all the courses you have completed or enrolled in' points to the 'My Courses' column; 'My profile: Update contact information and login details' points to the 'My Profile' link in the navigation menu; 'Provides a list of courses that you have been assigned or have enrolled in with an overview of your current progress' points to the 'My Courses' column; 'See a full list of all of the course available to you' points to the 'Available courses' link in the navigation menu; 'See a list of all the courses you have enrolled in or completed. Return to any of your completed courses to review or view certificates' points to the 'Show All My Courses' button.

Use to return to the homepage at anytime

Available courses

Learner_ID_1

My Courses

My Profile

Logout

The moment knowledge is at your fingertips, anytime, anywhere.
This is the moment we work for.

ZEISS ACADEMY VISION CARE

ZEISS Academy Vision Care

My Courses

Basic Optics (Preliminary)

Progress: 21%
Learning Time approx. 60 min
Optical Science
Open course

Basic Optics Quiz

Progress: 0%
Learning Time approx.
Optical Science
Open course

Basic Sales Principles

Progress: 0%
Learning Time approx. 115 min
Sales & Communication
Open course

Coatings & Coloured Lenses

Progress: 0%
Learning Time approx. 90 min
ZEISS Products
Open course

Show All My Courses

Optical Science

Introduction to Vision Care

Learning Time approx. 140 min
Education Level: Basic
Show Details

ZEISS Products

Progressive Lenses

Learning Time approx. 60 min
Education Level: Basic
Show Details

Sales & Communication

Train your Sales Skills

Learning Time approx. 95 min
Education Level: Basic
Show Details

My courses: See all the courses you have completed or enrolled in
My profile: Update contact information and login details

Provides a list of courses that you have been assigned or have enrolled in with an overview of your current progress

See a full list of all of the course available to you

See a list of all the courses you have enrolled in or completed. Return to any of your completed courses to review or view certificates

III. Enrolling, tracking and completing a course

Finally, it is time to start learning. The ZEISS Academy allows you to easily enroll in courses and track your progress.

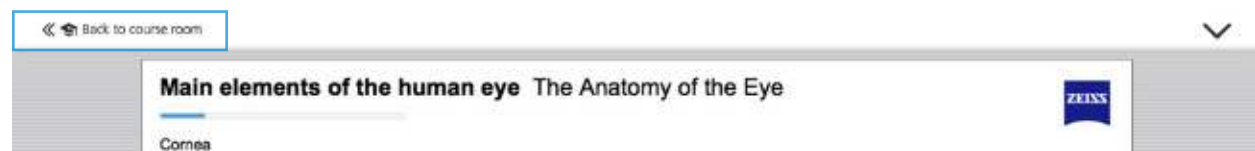
A. Enrolling and starting courses, is as easy as 1-2-3.

Choose a course from the list of available courses, and click **Enroll**. This course will now appear on the left hand side of the homepage the next time you login.

Click on a lesson. If you have not started a lesson, the icon will be gray. Some items may be locked until other task are completed.

Last step, click **Start**.

During or upon the completion of a lesson, you can exit the lesson to return to the course page by clicking the navigation button at the top of the page.



- B. Course and lesson progress can be tracked through a color coded system. As you complete tasks, the icons will change color in the course and the percent of the course that is completed will be calculated. This is visible from your course list and also from within the course itself.

The screenshot shows the ZEISS Academy interface. On the left, under 'Available courses', 'Introduction to Vision Care' is listed with a 7% progress bar. Below it, 'Anatomy of the Eye' is listed with a 20min learning time. A list of tasks for 'Anatomy of the Eye' is shown: 'Worksheet: Anatomy of the Eye' (Successfully processed), 'Anatomy of the Eye' (In progress), 'Worksheet Solution: Anatomy of the Eye' (Not processed yet), and 'Test: Anatomy of the Eye' (Not processed yet). On the right, 'My Courses' shows 'Current courses' with 'Coatings & Coloured Lenses' (20% progress), 'Introduction to Vision Care' (29% progress), and 'Progressive Lenses' (0% progress).

Completed task

Incomplete task

Task has not been started

- C. A course is completed only when all of the tasks within a lesson are complete, including downloading worksheets, and the final assessment has been passed. Submitting **Feedback** is required for 100%, but is not required to obtain your completion certificate. Once you have passed the assessment, click the **Certificate** tab to download a PDF copy of the personalized course certificate.

The screenshot shows the ZEISS Academy interface for the 'Progressive Lenses' course. The course is 100% complete. The 'Certificate' tab is selected, showing a message: 'You concluded the course Progressive Lenses successfully. You can now download the certificate with the following link.' Below this is a 'Download Certificate' button. To the right, a PDF certificate is displayed. The certificate is titled 'ZEISS ACADEMY VISION CARE 2015' and 'CERTIFICATE'. It states: 'The ZEISS Academy Vision Care is a comprehensive learning program to provide education and knowledge in the field of Vision Care. ZEISS, Products and Sales & Communication. Link_US, Research and Development. For successfully completed: Progressive Lenses.' The certificate is signed by 'Dr. Hans-Joachim, CEO, ZEISS Vision Care' and 'Dr. Hans-Joachim, CEO, ZEISS Vision Care'.

Thank you again for joining the ZEISS Academy Vision Care and Enjoy!