

DIGITAL MICROSCOPY AT CARL ZEISS: MANAGING DISRUPTION Harvard Case Solution & Analysis



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INTRODUCTION



" WITHOUT ZEISS WE WOULDN'T EVEN
KNOW WHAT OUR WORLD LOOKS LIKE "

Zeiss lenses

REVIEW



*ZEISS lenses
have certainly
touched our life
in some or the
other ways*

- Camera lens
- Film shot with ZEISS cinematography lenses
- Eyeglasses
- Binoculars
- Images from NASA space programs
- Medical microscopes and instruments for telescopic surgery

Latest advances in microchip technology have been made using ZEISS lenses for semi-conductor manufacturing



ZEISS HELPED TO CAPTURE THE HISTORICAL MOMENT OF MANKIND



On each Apollo mission the astronauts used a Hasselblad camera with ZEISS lenses. Every picture was shot through a ZEISS lens including this spellbinding pic.

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LATEST INNOVATION BY ZEISS

55mm Carl Zeiss F1.4 Distagon prime lens



OBERKOCHEN, September 6, 2012

Must see attraction , high performance, full-format SLR camera lens with manual focus.

Focal length – 55mm , aperture – f/1.4

Superior to conventional full-frame lenses and it achieves with powerful full-frame, full-format cameras an image performance that until now has only been seen with medium-format systems.