



**April 2011
E-Newsletter**

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ESCHENBACH OPTIK

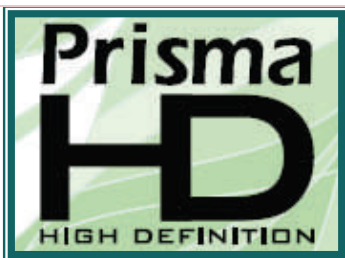
Better vision. Better life.

New System Vario Plus LED Battery Handle with with 2 sets of different colored LED caps to produce 3 different light color options in just 1 handle!
(#1599-144)



- *Orange filter simulates warm, white light similar to halogen lighting*
- *Yellow filter simulates virtual daylight similar to incandescent lighting*
- *Use no filter to produce bright, white light like the standard LED light*
- *Each handle comes with 2 yellow and 2 orange filters*
- *Large, easy-to-use and see ON/OFF switch*
- *High quality springs built into battery compartment for solid contact*
- *New generation LEDs with service life of over 50,000 hours!*
- *Step-up converter provides bright and even illumination*

To order this product or for more information call your Territory Manager or Customer Service at (800) 487-5389



The Prisma video magnifier is now available in High Definition (HD)! Imagine viewing rich, vibrant and crisp images by simply connecting your Prisma HD to a standard HD TV set.

With a wide range of magnification levels—2.5x to 100x on a 32" screen, the Prisma HD is simple to operate with just 3 buttons located on the top of the video magnifier.

Prisma HD features:

- Semi-colors for excellent contrast
- HD 720p 1280 x 720 50/60 Hz camera resolution
- Overview mode
- Freeze image capability
- Small and compact for portability
- Ultra lightweight unit at 3 pounds
- Small footprint-easily fits on any desk
- Easy to fold and store



Prisma HD video magnifier in use



Prisma HD folded down



Prisma HD in convenient carrying case

More Prisma HD features:

- Adjustable LED illumination
- Adjustable camera height to increase depth of field
- High quality travel/storage case included

*Mobilux LED Promotion! Buy 3 get the 4th one Free!**

Products included in this promotion are listed below:

1510-24	LED Hand-held Magnifier	3x
1510-34	LED Hand-held Magnifier	3.5x
1510-44	LED Hand-held Magnifier	4x
1510-434	LED Hand-held Magnifier	4x
1510-54	LED Hand-held Magnifier	5x
1510-74	LED Hand-held Magnifier	7x
1510-104	LED Hand-held Magnifier	10x
1510-124	LED Hand-held Magnifier	12.5x



***Products purchased under this promotion may not be returned or exchanged for credit at a later date. The least expensive of the 4 ordered will be free. Promotion is in effect while supplies last. To order, call your Territory Manager or Customer Service at (800) 487-5389!**

Free Low Vision Webinars!

Eschenbach's webinars are valuable learning experiences that cover a wide range of Low Vision topics that can be viewed and listened to from your office! Webinars are fast, convenient, and easy to attend! They are ideal for multiple listeners – you can use your speakerphone or computer speakers to allow many of your staff to listen in at once.

Our webinars are 1-hour in length and questions will be answered at the end of the webinar. **To register for webinars or for additional details, email: dsommers@eschenbach.com or call Doris Sommers at (800) 487-5389 x359.**

Date/ Time	Topic	Speaker
Wed., May 4, 2011 12 noon Eastern Time	Low Vision Patient History—Making the Office Visit More Efficient	Tim Gels, Marketing Manager, Eschenbach
Wed., May 18, 2011 12 noon Eastern Time	Training the Patient on New Low Vision Devices	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University
Wed., June 8, 2011 12 noon Eastern Time	Stand Magnifiers—Everything you need to know about them	Nicole Nuzzo, Customer Outreach Specialist, Eschenbach
Wed., June 22, 2011 12 noon Eastern Time	Keeping Your Patients Independent with Bioptic Telescopes	Lynne Noon, OD, FAAO, Diplomate in Low Vision, Phoenix, AZ
Wed., July 27, 2011 12 noon Eastern Time	Telescopic Vision Aids-Part 1 The solution for distance tasks!	Ron Dare, ABO Certified, Mid-Atlantic States Territory Manager, Eschenbach
Wed., August 17, 2011 12 noon Eastern Time	Hand-held Magnifiers Everything you need to know about them	Paul Wilkerson, Territory Manager West, Eschenbach
Wed., Sept. 14, 2011 12 noon Eastern Time	Overcoming Patient Objections- What do you say when they say no!	Lynne Noon, OD, FAAO, Diplomate in Low Vision, Phoenix, AZ

Our new website will be here soon!

Eschenbach's new website will be up and running by June 1st with MANY new features!



- *Online shopping for professionals*
- *Past webinars will be archived online*
- *Clinical case studies for review*
- *Product manuals can be downloaded*
- *All current promotions will be listed*
- *Inquiring consumers will be referred to Eschenbach customers*
- *Online training modules*
- *Movies will demonstrate new products*
- *Product information sheets can be downloaded*
- *The ENTIRE site will be searchable*
- *FAQs for professionals*
- *Consumer brochure downloads*

April - June 2011 Trade Show Calendar

Eschenbach will be exhibiting at these tradeshows. Visit our booth to see our newest products!



DATE	TRADESHOW	LOCATION
April 28, 2011	Penn-Del AER	Grantville, PA
April 28-29, 2011	Kansas Optometric Association Annual Convention & Seminar	Wichita, KS
May 12, 2011	Conference 20-Rehabilitation Technical Aids	Saint-Hyacinthe, QC Canada
May 14-15, 2011	NYSSO Gala	Verona, NY
May 20, 2011	PA Optometric Association Spring Congress	State College, PA
June 14, 2011	TX Assistive Technology Network Statewide Conference (TATN)	Houston, TX
June 16-18, 2011	American Optometric Association Meeting	Salt Lake City, UT

For more information on any of the above tradeshows, please check the Internet or contact your local Eschenbach Territory Manager at (800) 487-5389.

(To learn more about the products listed in this email including pricing information, or to arrange an appointment with one of our representatives, please call us at (800) 487-5389 or visit our website at www.eschenbach.com. This email is sent on a regular basis to low vision practitioners to provide product updates, dispensing tips and news from Eschenbach. If you do not wish to receive future emails, please send an email to dsommers@eschenbach.com and ask that your name be removed from our email list.)