

August 2011

ESCHENBACH OPTIK

Better vision. Better life.

Eschenbach Presents an Updated Line of LED Hand-held Magnifiers!

The Mobilux product family has a new design with many beneficial features!



New Mobilux LED Group



Protective cases

| | |
|--------------|--------------|
| #1511-2 12D | #1511-5 20D |
| #1511-3 10D | #1511-7 28D |
| #1511-4 16D | #1511-10 38D |
| #1511-41 16D | #1511-12 50D |

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Eschenbach has updated its Mobilux LED line to include these new features:

- A comfortable, ergonomic handle with a large, easy-to-operate ON/OFF switch
- A battery compartment that uses high-quality springs that makes changing the batteries a snap, and a cover that opens and closes easily
- SMD LEDs that are completely enclosed to eliminate possible damage

- Snap-on yellow filters allow users to choose between a bright white or soft yellow light
- A complimentary protective case that protects the lens cover and 2 AA batteries

Plus, the new Mobilux line still features:

- High quality lenses that are nearly distortion-free
- Illumination that lasts up to 50,000 hours (and allows batteries to last up to 10 times longer be-

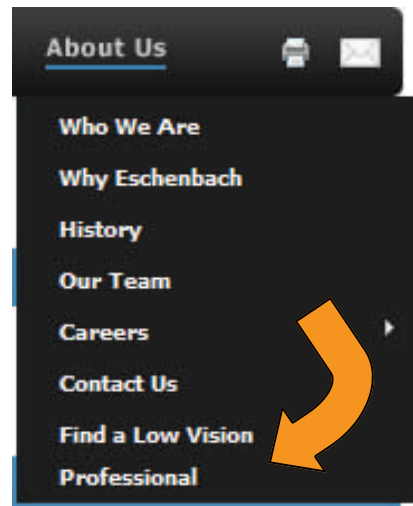
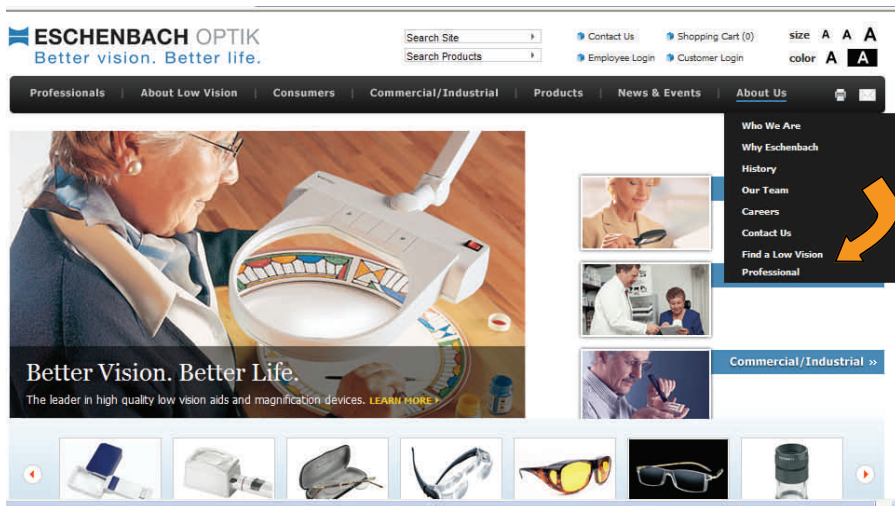
cause SMD LEDs use less energy)

- Cera-tec[®] coating which makes the lenses nearly glass hard and protects them from scratches (exception: the #1511-4 which cannot be coated due to the diffractive lens)
- Lifetime warranty

(Note: the 1511 Mobilux LEDs will replace the 1510 Mobilux LEDs, but will be shipped only when the comparable 1510 LED is out of stock.)

mobilux

New Patients Can Now Find You Through Our Website!



How the New
'Find a Low
Vision
Professional'
feature
helps YOU!

Many consumers with low vision visit our website searching for low vision products and the locations where they can obtain those products.

With our new "Find a Low Vision Professional" feature, these consumers can quickly find their nearest Low Vision Professionals that carry Eschenbach products 24/7! The website visitor simply types in their zip or postal code,

and a map will clearly show the three nearest professionals who carry our products, thereby building referrals to those eye care and vision rehab professionals that appear.

This search function is based on a list of our Preferred Customers (those who purchase a minimum amount of products per year) and allows these customers to benefit from referrals from Eschen-

bach, thereby growing their low vision patient population.

Being on the Eschenbach Preferred Customer list is just one of the many benefits of being a Preferred Customer. Contact your Territory Manager to find out how you can become one and gain access to all benefits that Eschenbach offers to help enhance your low vision care service!

Find Eschenbach Products Near You

Eschenbach low vision devices are available through eye care and vision rehabilitation in Canada. To find a low vision professional near you, just type in your zip code or of 3 professionals nearest you who carry Eschenbach products. If you need further information, please contact your Territory Manager.

Zip Code



Example: Consumer enters ZIP code, or ZIP code of family member or friend and retrieves the names and contact information of 3 low vision professionals near them.

| City | Name | Distance |
|--------------|--|----------|
| Southbury | The Eye Care Group | 12.54 mi |
| Litchfield | Vision Rehabilitation Services | 16.40 mi |
| Poughkeepsie | Dutchess Optometry, LLP | 24.55 mi |

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 convenient, easy to attend and are ideal for multiple listeners. Our webinars last about 1-hour and questions will be answered at the end webinar. **To register for webinars or for additional details, email: dsommers@eschenbach.com.**

| Date/Time | Title | Speaker |
|---|--|---|
| 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., August 24, 2011 12 noon Eastern Time | The Complete Low Vision Ap- pointment: Includes avoiding economic pitfalls and closing on product sales | Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University, Dept. of Ophthalmology |
| 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 |
| Wed., Sept. 21, 2011 12 noon Eastern Time | Selling for the Low Vision Professional | TA Maurer, Territory Manager South, Eschenbach |
| Wed., Oct. 5, 2011 12 noon Eastern Time | Clinical Case Studies—Part 5 Treatment Plans for Common and Unusual Case Studies | Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University, Dept. of Ophthalmology |

August–September 2011 Trade Show Calendar

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

| DATE | TRADESHOW | LOCATION |
|-------------------|--------------------------------------|----------------------|
| Aug. 16-20, 2011 | Blinded Veterans Association | Las Vegas, NV |
| Aug. 25-27, 2011 | South Carolina Optometric Physicians | Myrtle Beach, SC |
| Aug. 26-28, 2011 | Optometric Retina Symposium | Lake Buena Vista, FL |
| Aug. 30-31, 2011 | Mississippi AER Conference | Flowood, MS |
| Sept. 9, 2011 | Tennessee AER Fall Congress | Burns, TN |
| Sept. 21-22, 2011 | Biennial Conference PRATP 2011 | San Juan, PR |
| Sept. 22-24, 2011 | Vision Expo West 2011 | Las Vegas, NV |
| Sept. 22-24, 2011 | Envision 2011 | St. Louis, MO |

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

(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.)