

December  
2011

# ESCHENBACH OPTIK

Better vision. Better life.

## Wellness Protect Eyewear: The Total Solution in Contrast-Enhancing Eyewear! Now in a 5th color option—that is polarized!



In the visible light spectrum, blue light is the high energy, short wavelength light that can easily scatter as it travels into the eye, causing intra-ocular glare and reduction in contrast. Eschenbach's new **Wellness Protect Eyewear** blocks this bothersome blue light and reduces intra-ocular glare, increases contrast, and improves the user's viewing experience!

**Wellness Protect Eyewear** features yellow lenses that protect eyes by blocking light 470nm in wavelength and less, cutting out most blue light. In addition, the **Wellness Protect Eyewear** can be prescription corrected and made in any of the standard filtering tints including orange (525nm), amber (511nm), plum (400nm), or gray (400nm).



### Frame Provides Side and Top Protection

The **Wellness Protect Eyewear** features an attractive frame that provides protection, comfort, and style. The protection comes from shields on the top and bottom of the lens as well as from a custom-made side shield. In addition to providing excellent full coverage, the shields still allow air to circulate freely avoiding 'fog' that can occur with more snugly fitting eyewear. Designed in Germany, **Wellness Protect Eyewear** naturally has appealing European style.

### "Off-the Shelf" Options Now Available in 5 Tints

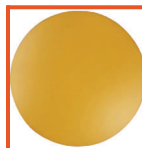
Most eyewear that blocks 470nm light and less is bright yellow which may minimize its acceptance by users. To alleviate this problem, Eschenbach's **Wellness Protect Eyewear** includes the following 5 tints: a light 15% brown, a dark 65% brown, a new **polarized** darker 75% brown, a darkest 85% brown, or a gradient that is 50% brown at the top of the lens and decreases to 15% at the bottom of the lens. These tints give users a choice as to how much overall light they want to have blocked, and the gradient option provides the ability to block more light looking straight ahead, and less light when looking down.



Light  
(15% brown)



Dark  
(65% brown)



New! Darker  
(75% brown)  
Polarized



Darkest  
(85% brown)



Gradient  
(50% - 15% brown)

### Prescription Correctable



The **Wellness Protect Eyewear** is also available without tinted lenses so you can offer a prescription corrected pair to your patients while still getting the benefits of the fashionable frame and protective side shields. Eschenbach can make the popular contrast-enhancing tints found in its SolarShield line including yellow (450nm), orange (525nm), amber (511nm) and plum (400nm).

For pricing, please contact your Territory Manager, or Customer Service at: (800) 487-5389.

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## Be sure to take advantage of Section 179 for tax savings!

US practices that are planning to buy or lease a significant amount of business-related equipment should consider purchasing and installing this equipment before the end of 2011.

For additional information, consult your accountant, or click or copy this link:  
[http://www.section179.org/section\\_179\\_deduction.html](http://www.section179.org/section_179_deduction.html)

Or call your Territory Managers. (800) 487-5389

## Promotions! Promotions! Promotions! Ending December 31, 2011!

# powerlux



Display



Offer expires December 31, 2011

Now available in 3 levels of magnification!

**14D, 20D, 28D**

Assist the widest range of patients!  
Purchase 1 of each power, get reduced price. Display is included!



*The first portable, hand-held AMOLED video magnifier!*



### Buy 10—get 1 FREE!

- The highest contrast ratio
- Flexible viewing angles (up to 170°)
- Fastest refresh rate – no 'smearing'
- Light weight: 5.7 oz; portable



\*The purchase of 10 Mobilux Digitals must occur at the same time. Products purchased under this promotion may not be returned for credit at a later date. Limit one per customer, while supplies last. Expires December 31, 2011.

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

*There is only one product left that is available in this promotion:*

1510-44	LED Hand-held Magnifier	4x
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**\*Products purchased under this promotion may not be returned or exchanged for credit at a later date. Promotion is in effect while supplies last. To order, call your Territory Manager or Customer Service at (800) 487-5389!**

## Folding Pocket Magnifier Display

**Order the complete assortment of folding magnifiers (#1741-103) and receive the display free plus a 19% discount!** The Folding Magnifier Display assortment includes:

- **10 Tear-Drop Folding Magnifiers:** - two 6x magnifiers (30mm) - eight 3.5x magnifiers (four 50mm and four 60mm)
  - **6 Square Folding Magnifiers:** - all 3.5x magnification (three 50mm and three 60mm)
- Each magnifier comes with an attached, leather case [case colors: coffee, cherry red, teal green and solid black] to protect the lens from dust or scratches. Display is FREE!  
Promotion is valid until 12/31/11.



## MiniFrame2 Progressive Reader Promotion! Purchase 10-piece Display at a 20% savings!

MiniFrame2s (2905-xxx) are available in 5 different powers (1.0D, 1.5D, 2.0D, 2.5D, and 3.0D) and in four colored frames (gold, silver, red, blue). Each lens is increased by a full diopter from the top of the lens to the bottom.

Protective case included with each pair

Display (#2905-907) is free with purchase of any 10 pieces

Promotion is in effect until 12/31/11



For pricing information or to order, call your Territory Manager or Customer Service at (800) 487-5389.

**miniframe2**

# LightSpecs



Tortoise Frame



Black Frame



Case + 4 extra batteries

## Purchase 14 pair - save 20% - Free Display

### Reading Glasses with the perfect combination of Magnification AND Illumination!

#### Key features of LightSpecs include:

- Available in 6 different strengths: +1.50D, +2.00D, +2.50D, +3.00D, +3.50D, and +4.00D
- Two frame styles: black and tortoise
- One LED built into each temple
- Batteries last 50 hours and are easily replaced (battery #CR1632)
- LEDs never need replacement
- A hard protective case is included
- Four extra flat-button batteries included
- LightSpecs are Rx-able
- A display is free with purchase of 14 pairs

Promotion is valid until December 31, 2011. Limit one per customer location. This promotion is not available to catalog companies. For additional information, call your Territory Manager or Customer Service at (800) 487-3589.



### *Free Low Vision Webinars!*

Eschenbach's webinars are valuable learning experiences that cover a wide range of Low Vision topics and 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 of the webinar.

To register for webinars or for additional details, email: [dsommers@eschenbach.com](mailto:dsommers@eschenbach.com).

Date/Time	Title	Speaker
Wed., Dec. 21, 2011 12 noon Eastern Time	<b>Video Magnifiers—Altering text and images the easy way!</b>	Paul Wohlhueter, Territory Manager Pacific/Northwest; BC, AB Canada

## January—February 2012 Trade Show Calendar

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

DATE	TRADESHOW	LOCATION
January 25-28, 2012	ATIA – Assistive Technology Industry Association 2012	Orlando, FL
February 29 - March 2, 2012	CSUN – Annual International Technology and Persons with Disabilities Conference	San Diego, CA

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



As the end of our 28th year in business approaches, the entire Eschenbach staff would like to thank you for your support. We could not have done it without YOU!

Be assured Eschenbach will continue to manufacture innovative products with the highest quality and best performance that you have come to expect.

Wishing you the happiest of holidays and the most successful of new years.



(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](mailto:dsommers@eschenbach.com) and ask that your name be removed from our email list.)