



ESCHENBACH OPTIK

Better vision. Better life.

February 2011
E-Newsletter

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Video Magnifier
with Touch Screen
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Toll Free: (800) 487-5389
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**Eclipse Touch Features
include:**

- Simple to use 4-button keyboard with touch screen configuration
- Magnification: 1.5-32x
- Display: 15" TFT LCD
- High brightness display
- Easy to fold and store

Blending an award winning design and new technology, the **Eclipse Touch** delivers another 'world-first' with the integration of the 'touch screen' to its compact, desktop range of video magnifiers.

This unique product is intuitive and simple to use. The crisp image quality and high reading speed technology is achieved with ASH's unique blend of premium electronics, optics, and patented product design.

Personal preferences can easily be selected to suit specific needs through the new touch screen controls.

Move the unit around with ease due to its compact folding system and lightweight design.

The Eclipse Touch can also support an optional distance camera, and a hard travel case is available for portability to educational and/or workplace environments.



Meet the New Chair of the Low Vision Division of the Vision Council!



We are very pleased to announce that our own Ken Bradley, President of Eschenbach Optik of America, is the new Chair of the Low Vision Division of the Vision Council.

During his tenure, Ken will plan new initiatives as well as continue with many established programs for the coming year.

Among these is a new senior awareness campaign on age-related vision loss that targets senior centers across the US.

Ken also plans to continue the popular educational programs that take place at International Vision Expos—East and West.

We all wish Ken great success!

Every customer who purchases an iZoom in 2011, will receive a free, personalized, 1-hour training session on the iZoom Magnification software!

iZoom USB Eye Care Edition: Easy-to-Use Computer Screen Magnification Software!

Do your patients have difficulty seeing and reading text and images on a computer screen? With iZoom software, they can magnify images and text without having to go through a complicated installation or downloading process! This means they can use any computer in any setting [libraries, senior centers, etc.] as long as they bring along the pocket-size, iZoom flash drive!



iZoom lets users not only choose their preferred level of magnification, but it also enables them to change text/background colors to reduce glare and improve contrast, increase mouse pointer size, realign web pages, and even have their documents/emails/web pages read out loud using the narration function! Now, a personalized, 1-hour training session is included for those who purchase the iZoom in 2011!

To find out more or order, call toll-free (800) 487-5389

www.eschenbach.com

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 computer!

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.



Upcoming Webinars Include:

Date/ Time	Topic	Speaker
Wed., March 2, 2011 12 noon Eastern Time	Magnifying Spectacles— Everything you need to know about them!	Ryan Heeney, Canadian Sales Manager, Eschenbach
Wed., March 16, 2011 12 noon Eastern Time	Low Vision Tips and Tricks Part 2	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University
Wed., March 24, 2011 12 noon Eastern Time	How to Make Low Vision a Profit- able Service in a Private Practice Setting	Lynne Noon, OD, FAAO, Diplomate in Low Vision, Phoenix, AZ
Wed., April 6, 2011 12 noon Eastern Time	Visual Acuity, Magnification, Illumination, and Contrast Sensitivity	JB Ballenger, Territory Manager, Cen- tral Lakes, Eschenbach
Wed., April 20, 2011 12 noon Eastern Time	Now What Should I Do? When the initial treatment plan doesn't work!	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University
Wed., May 4, 2011 12 noon Eastern Time	Low Vision Patient History– Mak- ing the Office Visit Efficient	Joseph Buttazzoni, Western Sales Man- ager, 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 Spe- cialist, Eschenbach

March and April 2011 Trade Show Calendar

Eschenbach will be exhibiting at these tradeshows.

Visit our booth to see our newest products!



DATE	TRADESHOW	LOCATION
March 3-5, 2011	SECO International	Atlanta, GA
March 14-19, 2011	CSUN 2011 Conference	San Diego, CA
March 18-20, 2011	International Vision Expo East	New York, NY
March 24, 2011	Texas AER	Dallas, TX
April 28, 2011	Pen-Del AER 2011	Grantville, PA
April 28-29, 2011	Kansas Optometric Association Annual Convention & Seminar	Wichita, KS

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 newsletter is sent on a regular basis to low vision practitioners to provide product updates, dispensing tips and news from Eschenbach and the Low Vision Industry.

If you do not wish to receive future newsletters, please send an email to dsommers@eschenbach.com and ask that your name be removed from our email list.)