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ESCHENBACH OPTIK

Better vision. Better life.

MicroVision Reading Glasses: A Combination of Unique Style & Functionality!

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MicroVision reading glasses are designed in a unique style to meet fashion needs as well as functionality requirements. These lightweight glasses are made of durable quality materials [including optical-quality lenses] that hold up to everyday usage and have a distinctive feature that most readers don't.

Unique Fold-down Design

Unlike most reading glasses, **MicroVision** readers fold down to a compact size, and yet when unfolded, they become full size reading glasses whose functional purpose is to relieve eye strain when performing near tasks. The fact that they are manufactured with distinctive 'telescoping' temples enables them to easily fold down for compact storage.



MicroVision reading glasses include spring hinges that serve two purposes: first this feature provides added comfort for those who need to wear glasses for long periods of time; second, the spring hinges allow the glasses to fit securely and comfortably on many different shaped and sized heads.

Wide Range of Magnification Powers

Eschenbach carries a wide range of magnification powers that will suit a broad variety of patients needs - including **1.5 Diopters, 2.0 Diopters, 2.5 Diopters, and 3.0 Diopters, 3.5 Diopters, and 4.0 Diopters**. Many users may start out wearing **MicroVision** at lower magnification ranges and graduate to the higher ranges as time goes on. Due to the higher powers, they will still be able to find the exact magnification that agrees with them.



Magnetized Gideon Case for Storage

The included **Gideon case** is very attractive, functional, and magnetized. It opens like the cigarette lighter of yesteryear – i.e., the thumb flips the top up and down easily without any complicated locks, straps or snaps to get in the way. The case is rubberized and crush-proof so it protects the lenses and frames when not in use. It's not much bigger than a lipstick case and smaller than a deck of cards, so it fits easily in any pocket or purse. Tucked inside the lid is a microfiber cloth for cleaning the lenses.

Use **MicroVision** reading glasses for any close-up reading task and enjoy its fashionable, compact folding design and functional quality features.

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



The Portable Video Magnifier that Goes Anywhere!

The Quicklook 2-GO is a simple, easy to use, electronic video magnifier that is based on the unique design platform of the Quicklook 2. The Quicklook 2-GO has 3 button functions: Zoom, Mode selection, and Photo/freeze. It features a fully integrated 4.3" bright display and two 2 Megapixel cameras providing unrivaled image quality.



The product offers a reading AND a writing camera. The writing camera flips out from a stored position with a start magnification of 3X. The reading camera is a center-mounted viewing camera that has superb depth of field for near magnification. With an amazing 5 hours of continuous battery life, the Quicklook 2-GO will provide an enormous lifestyle benefits by providing high quality magnification at home, at work, while studying, and travelling.



Specifics:

- Magnification Range: 3x, 6x, and 12x
- Illumination: LED
- Power Source: Li-ion battery w/ approximately 5-hours continuous use. Recharge: 2.5-hours
- Weight: 220 grams or 7.7 ounces
- Dimensions: 5.5 in. x 3 in. x 1 in
- Color Modes: Full color, enhanced black/white, enhanced white/black, semi-colors
- Auto-focus: Yes, touch screen or push button options
- Camera: Two types—center-mounted and flip-out for writing
- Display: 4.3" display with high brightness



**For pricing, call your Territory Manager
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News from Eschenbach: Nebraska, Missouri, Kansas, Oklahoma and Arkansas . . .

Meet Your New Territory Manager

Eschenbach is pleased to announce the following addition to our sales team: **Dan Richardson, Territory Manager for the above Midwest States**, will be calling on you soon to introduce himself and our newest products.

To speak with Dan, call (800) 487-5389 x300.

To contact Dan via email: drichardson@eschenbach.com

We urge you to utilize your Territory Managers' practice management and product expertise! Your Territory Manager can help you grow your low vision care practice by providing in-services / staff training, consultative support, and by keeping you up-to-date on the newest technology and products that can benefit your low vision patients.



It is with great pleasure that Eschenbach Optik announces:

Ronald T. Dare, Jr. has earned the distinction of becoming a **Senior Territory Manager**. In his responsibility as Senior Territory Manager, Ron will continue to provide sales, training and consultative support to Eschenbach's customers in New York, New Jersey, Pennsylvania and Delaware, and also participate in the company's planning, training and leadership initiatives.

Senior Territory Managers at Eschenbach must achieve sales objectives and meet experiential requirements, and must also be **Certified by the American Board of Opticianry (ABO)** and become a **Corporate Certified Ophthalmic Assistant (CCOA)** with the Joint Commission On Allied Health Personnel in Ophthalmology.

In addition, they must demonstrate their ability to conduct continuing education for the myriad of professions that Eschenbach serves and pass a rigorous 5-hour examination on eye care and low vision rehabilitation, among other topics. Ron will be able to bring greater value to his customers and now positions himself as a future leader in the low vision industry. Ron Dare joined Eschenbach in February of 2005 as **Mid-Atlantic Territory Manager** and is an Eschenbach **"Sales MVP" Award winner for 2009**.



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 from 30 minutes to 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.**

Date/Time	Title	Speaker
Wed., Jan. 25, 2012 3:00PM Eastern Time	Optimizing Reimbursement— The business end of Low Vision—Includes Coding	Ron Dare, Territory Manager, Eschenbach
Wed., Feb. 15, 2012 3:00PM Eastern Time	Clinical Case Studies Involving Central Field Loss	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University, Dept. of Ophthalmology
Wed., Feb. 29, 2012 3:00PM Eastern Time	Advantages and Benefits of Magnifying Spectacles and Readers	Nicole Nuzzo, Customer Outreach Specialist, Eschenbach
Wed., March 7, 2012 3:00PM Eastern Time	How to Make Low Vision a Profitable Service in a Private Practice	Lynne P. Noon, OD, FAAO, Diplomate in Low Vision, Founder: ViewFinder Low Vision Resource Centers, Phoenix, AZ
Wed., March 21, 2012 3:00PM Eastern Time	Visual Acuity, Magnification, Illumination, and Contrast Sensitivity	Gene Pfeifer, Territory Manager, Eschenbach

January—February 2012 Trade Show Calendar

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



DATE	TRADESHOW	LOCATION
January 25-28, 2012	ATIA – Assistive Technology Industry Association	Orlando, FL
February 17-18, 2012	Texas Optometric Association	Austin, TX
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 tradeshows, 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.)