



ESCHENBACH OPTIK

Better vision. Better life.

July 2011
E-Newsletter

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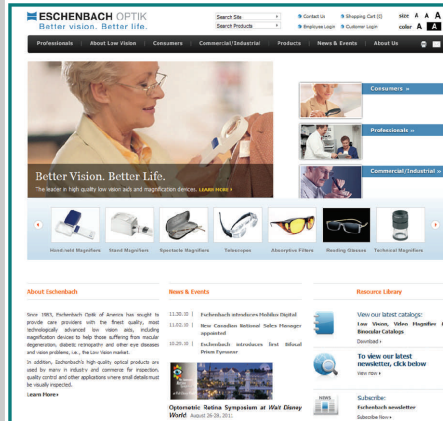
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Eschenbach will be exhibiting at these tradeshow

Our new website is up and running! Enhanced features and benefits for you!



Eschenbach is VERY pleased to let you know that our promised new website is up and running!

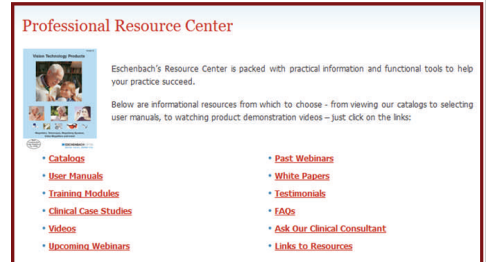
So, what's in it for you? Plenty! Below are some of the new features to make your visiting experience pleasant, positive, and informative.

- **Easier Navigation** with drop down boxes
- **Searching for products or information made easy:** you can now search our entire site using the two tools

at the top of the page: 'Search Site' will search the entire text on the site. 'Search Products' will search all products.



- If you're a customer, **order products online.** If you're not an Eschenbach customer yet, click on the Professional tab and then 'How to Become a Customer'.
- If you are a 'Preferred Customer', **view past webinars, clinical case studies, and training modules.** To find out if you are a Preferred Customer [or how to become one], contact your Territory Manager.
- View our **list of upcoming webinars;** find out at which trade shows we **exhibit**
- Learn about **new and flagship products** and **promotions**
- A **Resource Center for Eye Care Professionals**
- Your patients/clients will soon be able to find you through our '**Find a Low Vision Professional**' feature
- **Sign up for our newsletter** online and view all of our earlier newsletters
- **Change font sizes and background colors**



If you have questions about our website, contact your Territory Manager or Customer Service at: (800) 487-5389.

Promotion begins 8/1/11 and ends 12/31/11

Rimless Readers Reduced in price!



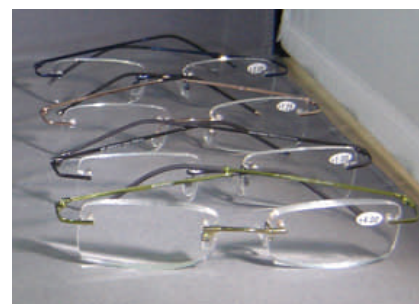
Readers display is free with purchase of any 14 pairs!

Each Rimless Reader (2912-xx-xx) is reduced in cost by 20%! Pass the savings on to your patients and watch them fly off the display! Choose from the following options:

- 6 Eye-catching colors (gold, silver, green, gun metal, blue, red)
- 2 designer frame styles (oval, rectangle)
- 7 magnification levels (1.0D to 4.0D in 0.5D increments)
- Black leatherette case included



Oval Frame

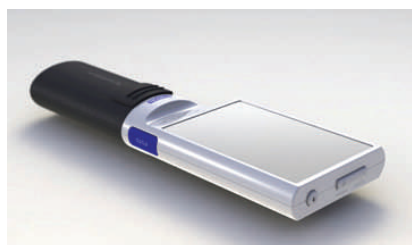


Rectangular Frame

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

mobilux DIGITAL

You said you loved the Mobilux Digital, but you wanted a stand. We heard and agreed! Here it is with a stand!



Mobilux Digital



New stand



Mobilux Digital with stand

All new Mobilux Digital's come with a stand! If you have ordered a Mobilux Digital in the past, a new [free] stand will be mailed to you in the coming weeks.

Folding Pocket Magnifier Assortment Promotion!



Order the complete assortment of folding magnifiers (#1741-103) and receive the display free plus a 17% 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)

Folding Magnifiers fit easily into pocket or purse. Ideal for reading menus, maps, price tags, prescription labels or other small print. 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. Promotion: from 8/1/11 to 12/31/11.

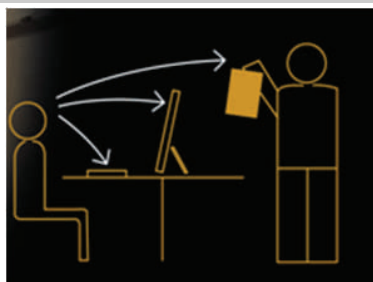


miniframe2

The world's first Progressive Reader! Eliminates multiple pairs of readers when viewing objects of different sizes at different distances!



MiniFrame2 Promotion—Save 18%!



See objects of different sizes at different distances



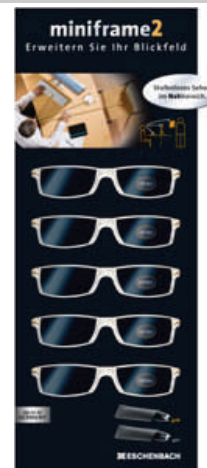
Silver frame in case

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.**

Perfect for viewing a computer monitor, keyboards and papers next to the computer. Also excellent for reading all of the different sized fonts of a newspaper—headlines, stocks and box scores! Protective case included with each pair.

Display is free with purchase of any 10 pieces. Promotion begins 8/1/11 and ends 12/31/11.

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



Free display

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.**

Date/ Time	Topic	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 Exam: 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 tradeshows. Visit our booth to see our newest products!



DATE	TRADESHOW	LOCATION
August 16-20, 2011	Blinded Veterans Association	Las Vegas, NV
August 26-28, 2011	Optometric Retina Symposium	Lake Buena Vista, FL
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 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.)