



**June 2011  
E-Newsletter**

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# ESCHENBACH OPTIK

## Better vision. Better life.

### Upgraded Diagnostic Dispensing System!

For eye care and vision rehab practitioners interested in offering Low Vision Care in their practice, Eschenbach's unique Low Vision Program is the perfect turn-key solution.

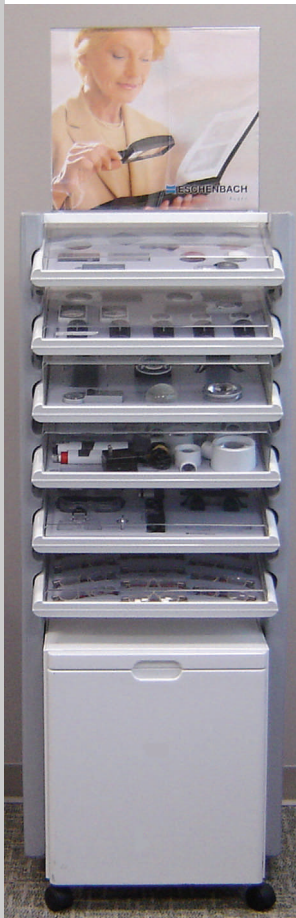
This Program includes everything you need to begin offering successful Low Vision Care service and is made up of 3 components: In-office Staff Training, Consultative support, and a Diagnostic

Dispensing System of low vision aids.

Eschenbach has recently upgraded its diagnostic assortment of low vision devices that includes a wide range of optical and electronic magnification equipment. It is organized into a 6-tray system, and each tray contains a different diagnostic range of devices.

The assortment includes a variety of hand-held folding pocket magnifiers [some with illumination], illuminated hand-held magnifiers, bright field and stand magnifiers, prism eyewear, Galilean and Keplerian monocular and binocular telescopic systems, and more!

In addition, quite a number of our newest products are now part of our Diagnostic Dispensing System, including the MenasZoom, Powerlux, Makrolux2, MaxDetail Clip, Eclipse Touch, and Quicklook2.



*New Folding Pocket Magnifier Tray*



*New Stand Magnifier Tray*



*New Telescope Tray*

Experienced low vision practitioners know that having a comprehensive Low Vision diagnostic assortment is essential to meet the diverse needs and goals of visually impaired patients and provide successful outcomes.

For a free in-office demonstration of our Diagnostic Dispensing System and how it, as part of our turn-key Low Vision Program, can help you offer a successful low vision care service, contact your Territory Manager or Customer Service at: (800) 487-5389.



## iZoom 4.0 USB Eye Care Edition: Easy-to-Use Computer Screen Magnification Software!

Perfect for anyone who has difficulty  
reading text and images on a  
computer screen!

**iZOOM** magnifies the images and text on a computer screen without having to go through a complicated installation process! iZoom lets users not only choose their preferred level of magnification, but also allows them to change text and background colors, increase mouse pointer size, realign web pages, and even listen to documents, emails, and web pages spoken out loud!

iZOOM is easy to use because there is no need for administrator rights to download the software!

### New features of iZOOM 4.0 include:

- Ability to apply quarter fractions of magnification increases from 1x-3x levels
- Ability to read Adobe Acrobat files
- Each new user receives 1-hour free training

- Ability to change color of zoom scroll bar
- Change SmartAlign text background
- Supports 13 languages (50% more)
- Speech output keeps pace when user is typing
- iZOOM works on any PC with a Windows Operating System



For an iZOOM demonstration, call your Territory Manager at (800) 487-5389.

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

Products included in this promotion are listed below:

1510-24	LED Hand-held Magnifier	3x
1510-34	LED Hand-held Magnifier	3.5x
1510-44	LED Hand-held Magnifier	4x
1510-434	LED Hand-held Magnifier	4x
1510-54	LED Hand-held Magnifier	5x
1510-74	LED Hand-held Magnifier	7x
1510-104	LED Hand-held Magnifier	10x
1510-124	LED Hand-held Magnifier	12.5x



\*Products purchased under this promotion may not be returned or exchanged for credit at a later date. The least expensive of the 4 ordered will be free. Promotion is in effect while supplies last. To order, call your Territory Manager or Customer Service at (800) 487-5389!

# 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](mailto:dsommers@eschenbach.com).**

Date/ Time	Topic	Speaker
Wed., July 13, 2011 12 noon Eastern Time	<b>Clinical Case Studies—Part 4 Treatment plans and solutions for common and unusual cases</b>	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University, Dept. of Ophthalmology
Wed., July 27, 2011 12 noon Eastern Time	<b>Telescopic Vision Aids-Part 1 The solution for distance tasks!</b>	Ron Dare, ABO Certified, Mid-Atlantic States Territory Manager, Eschenbach
Wed., August 17, 2011 12 noon Eastern Time	<b>Hand-held Magnifiers: Everything you need to know about them!</b>	Paul Wilkerson, Territory Manager West, Eschenbach
Wed., August 24, 2011 12 noon Eastern Time	<b>The Complete Low Vision Exam: Avoiding economic pitfalls and closing on product sales</b>	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University, Dept. of Ophthalmology
Wed., Sept. 14, 2011 12 noon Eastern Time	<b>Overcoming Patient Objections: What do YOU say when they say 'No'!</b>	Lynne Noon, OD, FAAO, Diplomate in Low Vision, Phoenix, AZ



**LIGHTHOUSE**  
INTERNATIONAL

## LI On-line Course Mult-E-Skills Program

### What's New in Professional Education at Lighthouse International?

#### Lighthouse Mult-E-Skills Online Vision Rehabilitation Training Program©

**WHAT** is Mult-E-Skills? Eight interactive, Web-based lessons, providing you with:

- An understanding of vision impairment
- Training in vision rehabilitation strategies and practical techniques to help your patients/clients with vision loss lead safe, independent lives
- Ways to make activities of daily living easier for people with vision impairment
- Skills for reinforcing the proper use of low vision optical devices
- Techniques for teaching indoor orientation and mobility

**WHO** is Mult-E-Skills for? Occupational therapists, nurses, opticians, physical therapists, educators, and other professionals interested in learning more about, and/or working with, people who are visually impaired.

**HOW** to register or learn more: Visit [lighthouse.org/CE](http://lighthouse.org/CE)

## July - September 2011 Trade Show Calendar

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



DATE	TRADESHOW	LOCATION
July 21-23, 2011	32nd Biennial CAO Congress	Winnipeg, Manitoba
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.**

(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](http://www.eschenbach.com). 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.)