



**March 2011  
E-Newsletter**

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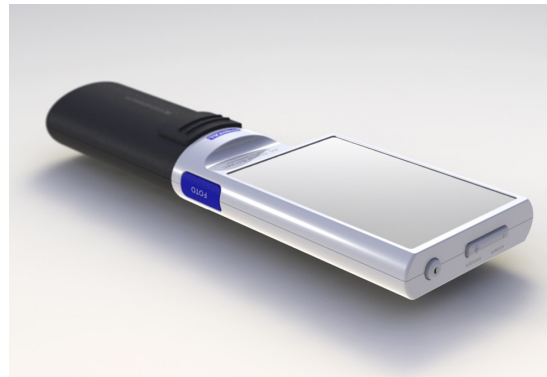
**Eschenbach will  
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# ESCHENBACH OPTIK

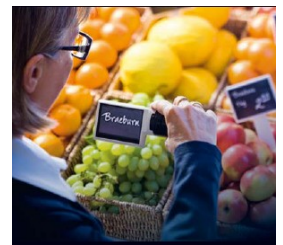
Better vision. Better life.



## Buy 10 - Get 1 Free!\*



- *The highest contrast ratio*
- *Flexible viewing angles (up to 170°)*
- *Fastest refresh rate – no ‘smearing’ / ‘ghosting’*
- *Light weight: 162 grams (5.7 oz); portable*
- *Auto-off Feature: turns off after 8 minutes*
- *Free display*
- *Rechargeable in 2.5 hours*
- *Run time: color 3 hours; black/ white mode 4 hours*



*To take advantage of this promotion, call your Territory Manager or Customer Service at (800) 487-5389!*

*\*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.*

# Displays! Displays!



*New! Sturdy, black plastic Point-of-Purchase Mobilux Digital Display. Holds 1 Mobilux Digital video magnifier and 1 protective lens cover. Display is free with purchase of 2 Mobilux Digitals. Prod. #1658-907*

## *New Wellness Protect Eye Wear Display!*



*New! Wellness Protect Point-of-Purchase Display. Holds 4 Wellness Protect eye wear. Display is free with purchase of 4 pair of Wellness Protect eye wear. Prod. #1663-9407*



For more information on either of these displays, 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) or call Doris Sommers at (800) 487-5389 x359.**

Date/ Time	Topic	Speaker
Wed., April 6, 2011 12 noon Eastern Time	<b>Visual Acuity, Magnification, Illumination, and Contrast Sensitivity</b>	JB Ballenger, Territory Manager, Central Lakes, Eschenbach
Wed., April 20, 2011 12 noon Eastern Time	<b>Now What Should I Do? When the initial treatment plan doesn't work!</b>	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University
Wed., May 4, 2011 12 noon Eastern Time	<b>Low Vision Patient History—Making the Office Visit Efficient</b>	Tim Gels, Marketing Manager, Eschenbach
Wed., May 18, 2011 12 noon Eastern Time	<b>Training the Patient on New Low Vision Devices</b>	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University
Wed., June 8, 2011 12 noon Eastern Time	<b>Stand Magnifiers—Everything you need to know about them</b>	Nicole Nuzzo, Customer Outreach Specialist, Eschenbach
Wed., June 22, 2011 12 noon Eastern Time	<b>Keeping Your Patients Independent with Bioptic Telescopes</b>	Lynne Noon, OD, FAAO, Diplomate in Low Vision, Phoenix, AZ

## Congrats Apple Gift Card Winners!



*Recently, Eschenbach held a raffle for those who purchased a Mobilux Digital. Ten Apple Gift Cards worth \$500 each were offered as prizes. Eschenbach extends its hearty congratulations to the following customers:*

Vision Dynamics Cheshire, CT	Maine Eye Care Associates Waterville, ME	Sheehy Opticians, Albany, NY	Adapt 2 It, Inc. Laguna Woods, CA	Silicon Valley Eye Care Optometry & Contact Lenses, Santa Clara, CA
Colbi, Saint-Georges, QC	Wagner Family Eye Care, Seneca, PA	Northwest Hills Eye Care, Austin, TX	Comprehensive L V Pro- ject, Jackson, MO	Kathi T. Young, CLVT,

Tel: (800) 487-5389  
[www.eschenbach.com](http://www.eschenbach.com)

 **ESCHENBACH OPTIK**  
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## April - June 2011 Trade Show Calendar

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



DATE	TRADESHOW	LOCATION
April 28, 2011	Penn-Del AER	Grantville, PA
April 28-29, 2011	Kansas Optometric Association Annual Convention & Seminar	Wichita, KS
May 12, 2011	Conference 20-Rehabilitation Technical Aids	Saint-Hyacinthe, QC Canada
May 20, 2011	PA Optometric Association Spring Congress	State College, PA
June 14, 2011	TX Assistive Technology Network Statewide Conference (TATN)	Houston, TX
June 16-18, 2011	American Optometric Association Meeting	Salt Lake City, UT

**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.)