



# ESCHENBACH OPTIK

Better vision. Better life.

**May 2011  
E-Newsletter**

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## New Compact Illuminated Stand Magnifier!

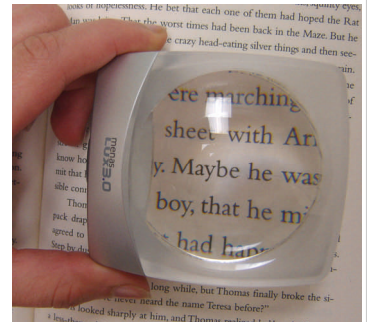
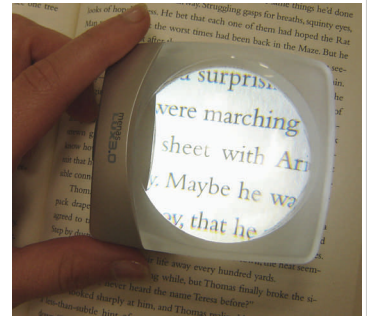
The MenasLUX (#1438-30) is our newest stand magnifier designed with clean, contemporary contours. Providing 3x (12D) magnification and a wide 63mm (2.5 in) diameter lens that provides a generous field of view, it can be used with our without the built-in LED.



Aspheric/Meniscus Lens

The noteworthy technology behind the MenasLUX is its unique meniscus / aspheric lens design that combines the benefits of a

bright field magnifier (comfortable eye-to-lens viewing distance) and a hand-held magnifier (which allows for a higher magnification) in one device.



The MenasLUX has built-in LEDs which provide the brightest light, last 10,000 hours, and use less battery energy. It has a light weight of 4.5 oz and low height [45mm or 1.7 inches], which makes it very portable and easy to take with you wherever you go! And, it requires only one AA battery to operate the SMD LED.

A drawstring pouch which doubles as a cleaning cloth is included, and a free point-of-purchase display is available with the purchase of 2 MenasLUX's.

To order this product or for more information call your Territory Manager or Customer Service at (800) 487-5389.



# LightSpecs

Reading Glasses with Magnification AND Illumination!

For those presbyopes who require readers when performing near tasks in dark or dimly lit environments, Eschenbach's new **LightSpecs** provide magnification as well as bright LED illumination - all in one pair of eyewear!

**LightSpecs** are ideal for reading menus in dimly lit restaurants or for reading books, magazines or other material while away or at home. In fact, because the LED lights are so focused on the object being viewed, users don't have to worry about disturbing others in the room, so they are perfect for use while reading in bed.

**LightSpecs** are available in two unisex frame styles (tortoise and black) and six different strengths (+1.50D, +2.00D, +2.50D, +3.00D, +3.50D, and +4.00D). Each pair features 2 LEDs that can be individually activated and powered by two flat button-sized batteries that last 50 hours! Four extra batteries are in the hard, protective case, which is also included.

A display is free with the purchase of 14 pairs of **LightSpecs**.

## Key features:

- Available in 6 strengths: +1.50D, +2.00D, +2.50D, +3.00D, +3.50D, and +4.00D.
- One LED light built into each temple
- Available in two unisex frame styles: tortoise or black
- Batteries last 50 hours (flat button battery #CR1632)
- LEDs never need replacement
- A hard protective case is included
- LightSpecs are Rx-able



Protective case with 4 extra batteries included



Display is free with purchase of 14 LightSpecs

## 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) or call Doris Sommers at (800) 487-5389 x359.**

Date/ Time	Topic	Speaker
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
Wed., July 13, 2011 12 noon Eastern Time	<b>Clinical Cast Studies—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

## Our new website will be here soon!



- Online shopping for professionals
- Preferred professional customers will have access to past webinars, clinical case studies, and training modules
- The ENTIRE site will be searchable
- Product manuals can be downloaded
- Movies will demonstrate new products
- All current promotions will be listed
- FAQs for professionals
- Inquiring consumers will be referred to Eschenbach customers
- Consumer brochure downloads

## June - September 2011 Trade Show Calendar

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



DATE	TRADESHOW	LOCATION
June 2-3, 2011	Technology Symposium—Alabama School f/t Blind	Talladega, AL
June 14, 2011	TX Assistive Technology Network Statewide Conference (TATN)	Houston, TX
June 16-18, 2011	American Optometric Association Meeting	Salt Lake City, UT
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.**

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(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.)