

November
2011

ESCHENBACH OPTIK

Better vision. Better life.

LightSpecs™

Now in 3 Frame Styles!
Reading Glasses with Magnification
AND Illumination!!



Tortoise Frame

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 eye-wear!

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 automatically 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 both a standard unisex frame style (in tortoise or black), and a **new, cat-eye, designer frame style called Lindy, which is available in tortoise**. Each of the three frame styles is offered in six different strengths (+1.50D, +2.00D, +2.50D, +3.00D, +3.50D, and +4.00D). Every **LightSpecs** features 2 LEDs that can be individually activated and are powered by two button-sized batteries that last 50 hours!

The hard, protective case has **four extra batteries** [another 50-hours!] which is included with each pair of **LightSpecs™**.

A display [right] is free with the purchase of 14 pairs of **LightSpecs™**.

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



Black Frame



Lindy Cat-eye Frame



Protective case with 4 extra batteries included



Display is free with purchase of 14 LightSpecs

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Did you know we implement 'Distribution Discipline'?

What does this mean to you?

Eschenbach is the only manufacturer of low vision products that ensures you that customers who advertise our products on-line do so at prices that are at least at our MSRP. This means that your patients won't return the low vision device you just sold them because they saw it on-line for a lower price than what they purchased it for.



In addition, visually impaired patients who contact us looking for low vision aids are referred to local low vision practitioners like you!



Last year, we referred well over 1,000 prospective patients to our customers!

Eschenbach Binoculars and Opera Glasses—Great gift ideas that can be purchased Online!

In addition to manufacturing a comprehensive line of high quality magnification solutions, Eschenbach also offers an assortment of fine binoculars and opera glasses.

Our binoculars have won numerous International design awards and successfully combine innovation with functionality with features that include Porro prisms, all-weather proofing, and Nature-bright coating. You can't go wrong with a pair of Eschenbach binoculars—our combination of quality and value are sure to provide a clear view!

Perhaps you know someone who enjoys going to the opera or theater. Our line of opera glasses is sure to please. With 7 different options to choose from in a variety of eye-catching colors, Eschenbach quality opera glasses will make theater events more enjoyable.

For your convenience, our binoculars and opera glasses are all available for purchase on our website, 24/7. As the holidays are just around the corner, why not purchase a unique gift for someone that can be used year-round. Order today to avoid the last minute rush!



To view our binoculars and opera glasses online, click on [or cut and paste] the following links:

For binoculars: <http://www.eschenbach.com/products-binoculars-and-opera-glasses-binoculars.htm>

For opera glasses: <http://www.eschenbach.com/products-opera-glasses.htm>

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 about 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., Nov. 9, 2011 12 noon Eastern Time	Prescribing Custom-Corrected Low Vision Devices—When a made-to-order optical device is the best solution!	Lynne P. Noon, OD, FAAO, Diplomate in Low Vision, Founder: ViewFinder Low Vision Resource Centers, Phoenix, AZ
Wed., Dec. 7, 2011 12 noon Eastern Time	Streamlining the Low Vision Exam in 2011	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University, Dept. of Ophthalmology
Wed., Dec. 21, 2011 12 noon Eastern Time	Video Magnifiers—Altering text and images the easy way!	Paul Wohlhueter, Territory Manager Pacific/Northwest; BC, AB Canada

November 2011—January 2012 Trade Show Calendar

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



DATE	TRADESHOW	LOCATION
Nov. 10, 2011	PA Training & Technical Assistance	King of Prussia, PA
Nov. 17, 2011	South Carolina AER	Myrtle Beach, SC
Jan. 25-28, 2012	ATIA—Assistive Technology Industry Association	Orlando, FL

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.)