

October 2011

ESCHENBACH OPTIK

Better vision. Better life.

New! The EasyVision Display!

The perfect assortment of low powered magnification devices for patients who need a bit more magnification than reading glasses alone provide!

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Ten low powered devices for a wide range of patients! Everything you need is included!

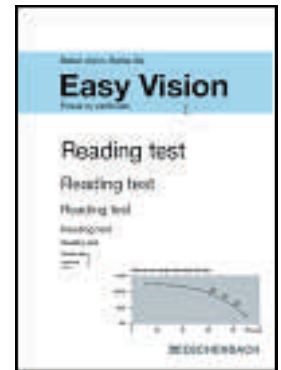
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when additional light is needed in a hands-free situation

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The **EasyVision Display** is an assortment of low powered magnification devices for your patients who need a bit more magnification than reading glasses alone provide.

The **EasyVision Display** includes:

3 Hand-held magnifiers:

- o Mobilux II 3.5x
- o EasyPocket 3x
- o EasyPocket 4x

3 Stand magnifiers:

- o Makrolux 2.2x
- o Scribolux 2.8x
- o Powerlux 3.5x

2 Spectacle magnifiers:

- o MiniFrame Bifo – Gun Metal Frame 3D/4.5D

- o MiniFrame Bifo—Fold Frame 3D / 6D

2 Telescopes: (one for near, one for far)

- o MaxDetail Clip 2x (for near tasks)
- o MaxTV 2.1 (for far)

The assortment comes complete with the **tray**, a **tray insert** to hold the products, a **demonstration shelf**, the **background poster**, and an **Easy Vision Chart** so patients can actually test the devices themselves to see which one(s) suits them best.

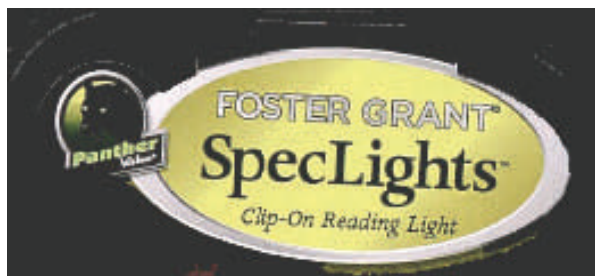
The EasyVision Display

contains a variety of optical devices that can be used for near, far and some intermediate tasks.

You'll find these low powered devices to be beneficial for a very broad range of patients, including those who would not be considered low vision patients.

Free up your staff and place the assortment on a check-out counter or anywhere your patients can examine its contents for themselves. They'll see how easy daily tasks can become with a just little bit of extra magnification!

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



SpecLights™ —the Clip-on Reading Light

SpecLights™ are a unique product - in a clever design - that clip onto the bridge of your reading glasses. Its purpose is to provide additional illumination when none or not enough light is available in order to complete the specific task at hand.

Features of the SpecLights™ include:

- 2 bright LED lights that reflect in broad beams and provide up to 50 hours of illumination



- **SpecLights™** have a lightweight, adjustable clip mechanism that tilts and can be positioned to view objects at any viewing angle
- The **SpecLights™** clip has rubber-coated 'legs' that ensure the lenses and coating of your reading glasses will not be scratched
- Adjustable illumination brightness is offered with a two-step on/off switch that allows the use of one or two of the LED light beams independently, which saves on energy
- Two coin cell Lithium batteries [# CR2032] are included in the clip and provide 30 hours of illumination; an additional two extra batteries are included in the case
- A black, crush-proof, protective clam-shell case is also included with each purchase

SpecLights™ allows you to utilize your prescription glasses and include illumination when you need it in any type of low light situation, such as reading in bed without disturbing others, reading maps in low light environments, working on hobbies, reading menus in restaurants, doing home repairs, or finding important items during a blackout!



**For pricing, call 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!

- Each new user receives 1-hour free training
- iZOOM is easy to use because **there is no need for administrator rights to utilize the product!** iZOOM can be used on any computer, in libraries, senior centers, etc.
- Ability to apply quarter fractions increases of magnification from 1x-3x levels
- iZOOM now reads Adobe Acrobat files

iZOOM magnifies the images and text on a computer screen without having to go through a complicated installation process!

iZoom lets users choose their preferred level of magnification, allows them to change text and ground colors, increase mouse pointer size, web pages, and listen to documents, emails, and web pages that are spoken out loud!



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

For those in Illinois, Iowa, Minnesota, and Wisconsin . . .

Meet Your New Territory Manager



Eschenbach is pleased to announce the following addition to our sales team: **John Boyle, Territory Manager for the above North Central States**, will be calling on you soon to introduce himself and our newest products.

To speak with John, call (800) 487-5389 x309. To contact John via email: jboyle@eschenbach.com

We urge you to utilize your Territory Managers' practice management and product expertise! Your Territory Manager can help you grow your low vision care practice by providing in-services / staff training, consultative support, and by keeping you up-to-date on the newest technology and products that can benefit your low vision patients.

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., Oct. 26, 2011 12 noon Eastern Time	Telescopic Vision Aids—Part 2 All About Custom-Mounted Telescopes	Bob Scannell, Territory Manager Florida & Puerto Rico, Eschenbach
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

October / November 2011 Trade Show Calendar

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

DATE	TRADESHOW	LOCATION
Oct. 20-23, 2011	East West Eye Conference	Cleveland, OH
Oct. 22-23, 2011	Salon Vision	Montreal, QC Canada
Oct. 22-25, 2011	American Academy of Ophthalmology	Orlando, FL
Oct. 29, 2011	Casey Eye Institute—Macular Degeneration Low Vision Eye Expo	Portland, OR
Nov. 4, 2011	Alabama Optometric Association	Birmingham, AL
Nov. 4-5, 2011	NY State AER Conference	Fairport, NY
Nov. 8, 2011	National Prosthetic Day—VAMC	Dublin, GA
Nov. 8, 2011	PA Training & Technical Assistance	Pittsburgh, PA
Nov. 9, 2011	PA Training & Technical Assistance	State College, PA
Nov. 10, 2011	PA Training & Technical Assistance	King of Prussia, PA
Nov. 17, 2011	South Carolina AER	Myrtle Beach, SC

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.)