New Stand Magnifier—Looks like a Computer Mouse!

(Ridgefield, CT – April 29, 2010) Eschenbach Optik further expands its role as the leader in low vision with the introduction of the Powerlux – an innovative and easy-to-use illuminated stand magnifier. Its award-winning shape is based on the ergonomic design of a computer mouse, providing a relaxed hand position when used over long periods of time. The mouse easily moves across any reading material by both right and left-handed users and, because the lens is located close to the hand position, it offers easy orientation so patients will not lose their place when reading.

This stand magnifier combines an aspheric, 20 diopter lens (5x magnification) with two SMD LED lights for bright illumination. The Powerlux is available in two types of illumination options: cool blue or warm yellow, to give your patients an illumination preference. With its open design, the Powerlux not only makes it easy to read, but also enables users the ability to perform small writing tasks such as signing documents or doing crossword puzzles. Plus, its automatic shut-off function turns off the illumination after 30 minutes thereby ensuring a longer battery life and a reduction in usage costs.

For more information, contact Eschenbach at (800) 487-5389 or at info@eschenbach.com or visit our website at www.eschenbach.com. (Note: an image of the Powerlux is attached.)