

September
2011

ESCHENBACH OPTIK

Better vision. Better life.

Powerlux—The prize winning new generation of illuminated magnifiers is now available in two additional magnifications: 14D (3.5x) and 28D (7x)!



The Powerlux has 2 light options: cool blue or softer yellow illumination and allows the user to perform small writing tasks with its open design.

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Eschenbach Optik expands its role as the leader in low vision with additional powers in the Powerlux line—an innovative and comfortable -to-use illuminated magnifier line in the familiar shape of a computer mouse.

This award winning ergonomic design offers the perfect solution for your patients who are looking for maximum vision comfort and exceptional ease of use.



Allowing a relaxed hand position when used over long periods of time, the mouse easily moves across reading materials by both right and left-handed users .

Now, there are 3 different magnification levels to choose from: 14D (3.5x); 20D (5x); and 28D (7x). This wide range of magnification

will suit a broad range of patients.

These stand magnifiers combine an aspheric (14D, 20D) or hybrid aspheric/diffractive lens (28D) with two SMD LED lights for bright illumination.

Plus, the Powerlux line is available in two types of illumination options: cool blue or warm yellow, to give your patients an illumination preference.

Other features include:

- Large diameter lens: 60 mm or 2.3”
- 2 bright SMD LEDs (positioned opposite each other for optimum, pinpoint illumination and shadow prevention)
- Two different illumination options (cool blue and warm yellow)
- Automatic shut-off function (activates after 30

minutes)

- 3 AA batteries (included) provide 40 hours of illumination
- Soft touch ON/OFF buttons with a rubberized coating provide an easy-grip and easy operation
- Open design makes small writing tasks possible and also allows the magnifier to be used without illumination
- A protective case is included

- A free display is available with the purchase of 2 Powerlux

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



powerlux **Introductory Offer!**



Display is included!



**Now available in 3 levels of magnification!
3.5x, 5x, and 7x
You'll be able to assist the widest range of patients!
Purchase 1 of each power and save 25%**

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

Buy a Prisma AF—Get a 15" TV Free!



Be one of the next 10 people to purchase a Prisma AF and receive a 15" color TV FREE!



While supplies last!

The Prisma AF is all about simplicity and ease of use, along with the integration of full autofocus technology. Enjoy a broad range of magnification levels and premium image quality with the touch of a button. Simple to connect to any TV and intuitive to use. It's lightweight and can easily be moved to office or classroom – a carrying case is available. Magnification range: 2.5x – 30x; full color modes, enhanced black and white, LED illumination.

For pricing, please 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 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. 5, 2011 12 noon Eastern Time	Clinical Case Studies—Part 5 Treatment Plans for Common and Unusual Case Studies	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University, Dept. of Ophthalmology
Wed., Oct. 26, 2011 12 noon Eastern Time	Telescopic Vision Aids—Part 2	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

October 2011 Trade Show Calendar

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

DATE	TRADESHOW	LOCATION
Oct. 2-4, 2011	Alabama AER	Lake Eufaula, AL
Oct. 7-8, 2011	GWCO Congress 2011	Portland, OR
Oct. 14-15, 2011	Missouri Optometric Association	Branson, MO
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

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.)