

In this newsletter:

- **MDIS – The Only Portable Illuminated Near-Binocular System on the Market!**
- **Wellness Protect Eyewear – A New, Valuable Option Just Added!**
- **New Free Webinars . . . Which One Would YOU Like to Register For?**
- **Eschenbach Will Be Exhibiting at These Tradeshows**

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## ***MDIS – MaxDetail Illumination System!***

### ***The Only Portable Illuminated Near-Binocular System on the Market!***

Eschenbach's popular MaxDetail can now be enhanced with an innovative clip-on illumination system - making it the only portable, illuminated, near binocular design on the market!



The MaxDetail is a binocular Galilean Telescope for near tasks that provides clear 2x magnification, a wide 20° field of view with left and right independently focusable lenses that allow for the compensation of +/- 3D of spherical correction.

Most importantly, the MaxDetail offers a long 16" working distance—that's 3 times the length of comparable single lens systems! (Please note the MaxDetail is sold separately.)

The new MaxDetail Illumination System (MDIS) easily snaps on to the brow of the MaxDetail and provides bright LED illumination (140 lumens) that is projected on the object being viewed. Powered by a 3V lithium ion battery, the MDIS provides approximately 5 hours of continuous use.

Created in a secure, compact, ergonomic design, the MDIS's lightweight construction balances the battery weight with the comfortable head-worn unit and allows users to wear the product for extended periods of time while reading books/newspapers/magazines, working on hobbies, looking at pictures, maps, etc.



**To purchase this product, contact your Territory Manager  
or our Customer Service Department at (800) 487-5389.**

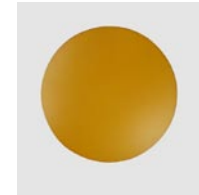
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# Wellness Protect Eyewear

A New Darker Tint Now available!



Eschenbach's Wellness Protect Eyewear is now offered in a darker 85% brown for those patients who need more reduction in light transmission. Our contrast-enhancing eyewear is now available in 4 off-the-shelf tints: a light 15% brown, a dark 65% brown, a still darker 85% brown, or a gradient that is 50% brown at the top of the lens and decreases to 10% at the bottom of the lens. These tints give users a greater choice in how much overall light they want to have blocked, and the gradient option provides the ability to block more light looking straight ahead and less light when looking down.



**New!**  
*Darker*  
(85% brown)



*Dark*  
(65% brown)



*Light*  
(15% brown)



*Gradient*  
(50% - 10%  
brown)

For specific details on these and other custom features of Wellness Protect Eyewear, contact your Territory Manager or our Customer Service Department at (800) 487-5389.

## Free Low Vision Webinars!

Our webinars are 1-hour learning experiences covering a wide range of 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 the speakerphone on your phone or your computer speakers so many of your staff can listen in at once.
- All webinars begin at 12pm Eastern time (9am Pacific) and last for 1-hour. At the end of each webinar, there will be time for questions.

### Upcoming 2010 Webinars:

| Date                            | Topic  | Speaker  |
|---------------------------------|--|--|
| Wed., May 5 <sup>th</sup> 2010  | Stand Magnifiers                                       | Jim Belich, Territory Manager Gulf States  |
| Wed., May 19 <sup>th</sup> 2010 | Selling for the Low Vision Professional (Re-Scheduled) | Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University Dept. of Ophthalmology |
| Wed., June 2 <sup>nd</sup> 2010 | Low Vision Care-What's It All About?                   | Joe Chung, Territory Manager Southwest   |

Wed. June 16<sup>th</sup>, 2010

LV Clinical Tips & Tricks

Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis University  
Dept. of Ophthalmology

Wed., July 7<sup>th</sup> 2010

Video Magnifiers

Ron Dare, Territory Manager Mid-Atlantic States

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.



## May / June 2010 Trade Show Calendar

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



| DATE            | TRADESHOW  | LOCATION                 |
|-----------------|--|--------------------------|
| May 5, 2010     | New Jersey AER 2010  | Princeton, NJ            |
| May 7, 2010     | OAo Infomart TradeShow                                       | Mississauga, ON CANADA   |
| May 21-22, 2010 | PA Optometric Assoc. Spring Conf.                            | Champion, PA             |
| May 22, 2010    | Macular Degeneration and Low Vision Expo-Casey Eye Institute | Portland, OR             |
| May 26, 2010    | CNIB – Toronto   | Toronto, ON CANADA       |
| May 27-30, 2010 | BCAO-AAO Conference - Vision Rocks 2010                      | Banff Springs, AB CANADA |
| June 3-6, 2010  | Alabama School f/t Blind Technology Symposium                | Talledega, AL            |
| June 16-19,2010 | American Optometric Association Conference                   | Orlando, FL              |

For more information on any of the above tradeshow, please check the Internet or contact your local Eschenbach Territory Manager at (800) 487-5389.

(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.)



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Better vision. Better life.

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[www.eschenbach.com](http://www.eschenbach.com)