



MaxTV Promotion!
Buy three and get a fourth one FREE!

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MaxTV
For distance viewing

This promotion is available in multiple quantities (For example: buy 9 MaxTVs and get 3 more FREE!)

To take advantage of this promotion, call your Territory Manager or Customer Service at (800) 487-5389!

(*This promotion runs thru September 30, 2010.

Products purchased under this promotion may not be returned for credit at a later date.)

AMD Week—September 18-26, 2010

*AMD Week
Set for Sept.
18-26, 2010
Includes
Congressional
Briefing*

WASHINGTON, DC AMD Alliance International (AMDAI), along with the Alliance for Eye and Vision Research, is sponsoring a congressional briefing here titled "New Developments in Age-related Macular Degeneration Research: An International Perspective" on Thursday, Sept. 23 as part of AMD Week.

The congressional meeting will feature Hendrik Scholl, MD, of the Wilmer Eye

Institute at Johns Hopkins University, who will address the latest in AMD research.

"Macular degeneration is the leading cause of vision loss for people over the age of 50 in the Western world, affecting more than 30 million people worldwide," AMDAI said.

"However, many individuals are unaware of this devastating disease or the need for regular eye exams to identify

AMD in its earliest stages to help prevent vision loss."

AMDAI will launch a global viral campaign. "People can send an electronic greeting card to family and friends to encourage regular eye exams and let people know there are preventative measures they can take as well as treatment options for those affected".

More info is at info@amdalliance.org.

Eschenbach is THE 'Innovator in Low Vision'



Eschenbach introduces more new products each year than all other manufacturers combined.

We have the largest R&D department in the industry and we own the entire

process from concept to distribution.

Eschenbach is proud to be a pioneer in diffractive optics, injection-molded aspherics, aplanatic lenses, and illuminated magnifiers.

Free Low Vision Webinars!

Eschenbach's webinars are valuable learning experiences that cover a wide range of Low Vision 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 speaker-phone on your phone or your computer speakers so many of your staff can listen

in at once.

Our webinars are 1-hour in length and at the end of each webinar, there will be time for questions.

To register for webinars or for additional details, email:

dsommers@eschenbach.com

or call Doris Sommers at

(800) 487-5389 x359.

Webinar Schedule as of 8/31/10

Date/ Time	Topic	Speaker
Wed., Sept. 1, 2010 1:00 PM Eastern Time	Telescopic Vision Aids (Part 1)	Curt Willyard Territory Manager, Midwest
Wed., Sept. 15, 2010 12:00 noon Eastern Time	Common Case Studies in Low Vision Series—Part 1	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis Uni- versity, Dept. of Ophthalmology
Wed., October 6, 2010 12 noon Eastern Time	Telescopic Vision Aids (Part 2)	Paul Wohlhueter, Territory Manager, Pacific Northwest, British Columbia, Alberta
Wed., October 20, 2010 12 noon Eastern Time	Streamlining the Low Vision Exam—Re-broadcast	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis Uni- versity, Dept. of Ophthalmology
Wed., Nov. 3, 2010 12 noon Eastern Time	Marketing Low Vision Services	Tim Gels, Marketing Manager
Wed., Nov. 17, 2010 12:00 noon Eastern Time	Common Case Studies in Low Vi- sion Series—Part 2	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis Uni- versity, Dept. of Ophthalmology
Wed., Dec. 1, 2010 12 noon Eastern Time	Hand-Held Magnifiers	JB Ballenger, Territory Manager, Cen- tral Lakes Region
Wed., Dec. 15, 2010 12:00 noon Eastern Time	How To Make Low Vision a Prof- itable Service	Thomas I. Porter, OD, Director of Low Vision Services, Saint Louis Uni- versity, Dept. of Ophthalmology



September 2010
Trade Show Calendar

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



DATE	TRADESHOW	LOCATION
Sept. 12-13, 2010	Connecticut Association of Optometrists	Groton, CT
Sept. 15-16, 2010	NABA Low Vision Tech Fair	Kingston/Albany, NY
Sept. 17-18, 2010	Illinois Optometric Association Optometric Directions 2010	Springfield, IL
Sept. 19, 2010	Phila / Western Jersey Optometric Society Retina Meeting	Philadelphia, PA
Sept.22-25, 2010	Envision 2010	San Antonio, TX
Sept. 26-28, 2010	Missouri Council of Administrators of Special Education [MO CASE]	Lake Ozarks, MO

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. 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.)
