

**In this newsletter:**

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## **mobiluxLED**

### **1510-434**



*A new rectangular 16D lens with a 30% larger field of view!*

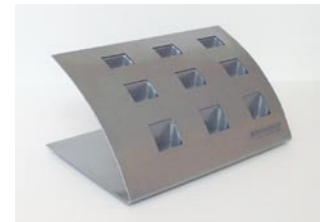
Hand-held magnifiers with higher levels of magnification typically must be made with small, round lenses. However, with Eschenbach's new 1510-434 Hand-held LED Magnifier, your patients can now enjoy the benefits of a larger rectangular lens! Due to its large size (75x50mm), the new 1510-434 allows your patients to enjoy a 30% greater field of view!

The key to being able to create a rectangular 16D lens lies in Eschenbach's ability to develop a unique hybrid lens. Using cutting-edge technology, we combined an upper refractive lens with a lower multi-order diffractive lens – the result is a 16D lens that provides a much wider field of view.

In addition to its hybrid lens, the 1510-434 Hand-held LED Magnifier also features a bright LED that lasts 10,000 hours and a removable plastic lens cover that protects the lens and extends the product's life.

**Key features of the 1510-434:**

- Large rectangular 16D lens (30% larger field of view)
- Bright LED illumination (lasts 10,000 hours)
- 2 AA batteries included
- Removable, blue plastic cover protects lens
- Lifetime warranty (due to any manufacturer's defect)
- A counter-top display is available that holds 9 mobilux illuminated hand-held magnifiers



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

*Looking for a 'SportScope' for your Patients? Eschenbach offers the best  
3x binocular mounted telescope for distance viewing with this special offer:*

***Buy One – Get One FREE!***

*Buy Two – Get Two Free, Buy Three – Get Three FREE, etc.*

The 1634 Galilean Binocular System for Distance series offers you and your patients the most adjustable, comfortable, durable optics available, as well as the superior Eschenbach optics you've come to expect!

**1634 Binocular System Features include:**

- Magnification: 3x
- Visual Field: 9.5°
- PD range: 54 to 74 mm; easily adjustable and can be 'locked in'
- Lens: Achromatic objective, coated, 23 mm diameter
- Frame: Black plastic, reinforced with fiberglass
- Weight: 70 grams (2.4 ounces)
- Cold bend wire core temples
- Soft, metal reinforced saddle bridge (height and width adjustable)
- Telescope can be prescription-corrected
- Case: Simulated leather zippered case included



*Take advantage of this perfect opportunity to build your inventory and begin offering a superior solution for your patient's distance viewing needs with a system that can be fitted immediately with no lab work required!*

(This promotion runs thru July 31, 2010.)

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

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***UniVision™ Low Vision Lenses – Provide the Ability to Mount a Lens With No Outside Lab Work Needed!***

The unique UniVision™ adhesive application system allows the eyecare professional to mount a new lens directly onto the patient's spectacles. This versatile system provides the flexibility to upgrade or downgrade the power of the lens. The UniVision™ lens can be easily interchanged to accommodate the patient's changing eye needs, or it can also be removed entirely, if necessary – all within the office setting – no outside lab work is needed.



The UniVision™ system adheres to a wide variety of spectacle materials: high index glass, polycarbonate, CPF™ lenses, as well as to lenses with tints or reflective coatings.

The UniVision Kit™ includes an assortment of diagnostic (trial rings) and dispensable lenses in an attractive case with all of the application tools you'll need to demonstrate and mount the lens.

**Each UniVision™ Kit Includes:**

- 10 UniVision Lenses in the following powers: 6D, 8D, 10D, 12D, 16D, 20D, 24D, 28D, 32D, 36D; 1 Applicator Kit; 6 Trial Frame Carriers in the following powers: 8D, 10D, 12D, 16D, 20D, 24D; 1 Suction Cup



***Now – if you purchase 1 lens, you will get a second lens FREE! For further details and pricing, call our Customer Service Department at (800) 487-5389 or your local Territory Manager.***

**To view a brief demonstration on how to directly apply a Univision lens, click on the ink below.**

**<http://www.youtube.com/watch?v=EKkLKVguuyM>**

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## One-Minute Tip!

*This column will be presented periodically by Thomas I. Porter, OD, FAAO,  
Director of Low Vision at St. Louis University*

*Success often begins before the appointment is made.....*

Countless times I've heard, "I examine my patient and determine a Low Vision aid that I know will be helpful, but the patient leaves the office empty handed. What can I do?"

Improving your success with LV patients begins before you actually schedule the appointment. I strongly suggest developing a "script" to use when the patient first contacts the office to make an appointment.

You might start with a brief statement about what Low Vision and Low Vision rehabilitation is. In the dialogue, you need to establish the cause of vision loss, approximately what the level of vision is and what the person's specific visual goals are. Make it clear to the patient, prior to making the appointment, what their insurance will and will not pay for. A statement like, "your insurance will cover all the needed office calls, but does not pay for low vision aids. Low vision aids vary in cost but are usually comparable to the cost of new glasses."

By carefully triaging or "pre-qualifying" the new LV patient, there won't be any surprises or sticker shock when you present your treatment proposals, and the patient will be more receptive to your plan.

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## Free Low Vision Webinars!

Our webinars are 1-hour 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 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., July 7 <sup>th</sup> 2010	Video Magnifiers – Everything You Need to Know About Them	Ron Dare, Territory Manager Mid-Atlantic States
Wed., August 4 <sup>th</sup> 2010	Training the Patient on Low Vision Devices + What Should be Done BEFORE the First Visit	Eugene Pfeifer, Territory Manager Northeast
Wed., September 1, 2010	Telescopic Vision Aids (Part 1)	Curt Willyard, Territory Manager, Midwest
Wed., October 6, 2010	Telescopic Vision Aids (Part 2)	Paul Wohlhueter, Territory Manager, Pacific Northwest, British Columbia, Alberta
Wed., November 3, 2010	Marketing Low Vision Services	Tim Gels, Marketing Manager
Wed., December 1, 2010	Hand-Held Magnifiers	JB Ballenger, Territory Manager, Central Lakes Region

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.

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## *July 2010*

### *Trade Show Calendar*

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



DATE	TRADESHOW	LOCATION
July 12-17, 2010	AHEAD 2010	Denver, CO
July 20-25, 2010	AER International	Little Rock, AK

**For more information on any of the above tradeshows, 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)