

**In this newsletter:**

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## *The Powerlux is Here!*

*A new generation of illuminated magnifier in an award-winning design!*



# powerlux



*Cool blue  
Illumination*

*Warm yellow  
Illumination*

Eschenbach Optik further expands its role as the leader in low vision with the introduction of the Powerlux – an innovative and comfortable-to-use illuminated magnifier. The Powerlux offers the perfect solution for your low vision patients who are looking for maximum vision comfort and exceptional ease of use.



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 and a reading distance of 14cm (5.5 in). Plus, the Powerlux is available in two types of illumination options: cool blue or warm yellow, to offer your patients an illumination choice. The Powerlux's open design not only makes it easy to read, but also enables the ability to perform small writing tasks such as signing documents or doing crossword puzzles.

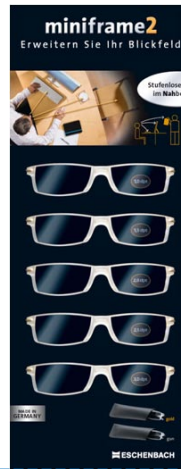


Another advanced feature is the automatic shut-off function which turns the Powerlux off after 30 minutes. This feature ensures longer battery life and reduces usage costs. Other benefits include a soft touch ON/OFF button with a rubberized coating to provide an easy-grip. The magnifier can also be used without the light. A protective case is included and a display is available.

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

# ***POP Displays That SELL!***

***76 Million Presbyopes have Emerged Between 1991 and 2009  
and most need reading glasses!***



## **NEW! Rimless Readers**

#2912 (Display free w/28 pcs.)

## **MiniFrame 2s**

#2905 (display free w/10 pcs.)

## **MiniFrames**

#2910 (display free w/25 pcs.)

***Buy \$500 in Readers\* (to include at least 1 display assortment) and receive a free pair of Adventure Active binoculars (valued at \$150)!***

**\*For specific details on this promotion, contact your Territory Manager or our Customer Service Department at (800) 487-5389.**



## ***Buy Eschenbach Binoculars Online!***



Now you can purchase Eschenbach binoculars online! Just go to [www.eschenbachproducts.com](http://www.eschenbachproducts.com) and click on the 'Binoculars' category on the left-hand side and select your favorite binocular – over 35 models to choose from. Eschenbach will send your order to the address you specify.

**Ask your local Territory Manager for your professional discount.**

# Free Low Vision Webinars!

Our webinars are 1-hour learning sessions on a wide range of topics that can be viewed and listened to in 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.
- 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., April 7 <sup>th</sup> 2010	Hand-held Magnifiers	Bob Scannell, Territory Manager FL, PR
Wed., April 21 <sup>th</sup> 2010	Selling for the Low Vision Professional	Thomas I. Porter, OD, FAO*, Director of Low Vision Services, Saint Louis University Dept. of Ophthalmology
Wed., May 5 <sup>th</sup> 2010	Stand Magnifiers	Jim Belich, Territory Manager Gulf States
Wed., June 2 <sup>rd</sup> 2010	Low Vision Care-What's It All About?	Joe Chung, Territory Manager Southwest

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.



## April 2010 Trade Show Calendar

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



DATE	TRADESHOW	LOCATION
April 16, 2010	West Florida Optometric Assoc. Spring Break	Destin, FL
April 17, 2010	Indiana Optometric Association	Indianapolis, IN
April 21-23, 2010	Pen-Del AER Spring Vision	Grantville, PA
April 22-25, 2010	CTEBVI	Los Angeles, CA
April 23-24, 2010	Kentucky Optometric Association	Lexington, KY
April 24, 2010	Opticians of Washington, Spring Convention	Vancouver, WA
April 26-27, 2010	Power Up Missouri Assistive Technology	Columbia, MO

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.)



**ESCHENBACH OPTIK**  
Better vision. Better life.

Toll-free (800) 487-5389  
[www.eschenbach.com](http://www.eschenbach.com)