

# OPHTHALMIC Product Guide

A JOBSON PUBLICATION • VOLUME 19 / NUMBER 2

**Dear Doctor:**

Review of Ophthalmology is pleased to offer you this preview of many exciting new products now available in the ophthalmic marketplace. In the pages to follow, you'll learn about innovative new medications, diagnostic instruments, corrective lens options, in-office laboratory equipment and many other new products. To obtain more information on a particular product, follow these steps:

1. Circle the corresponding number on the enclosed reader service card for each product of interest to you.
2. Affix your return address label (provided on the outer plastic covering of this issue) to the card, or fill in your name and address.
3. Return the postage-paid card to us. Educational materials will be sent directly to you by the individual companies.

Thank you for your interest and support!

RICHARD D. BAY, PUBLISHER/PRESIDENT

**RESTASIS®—TWO TRAYS (60 VIALS) FOR 30 DAYS**

RESTASIS® Ophthalmic Emulsion is indicated to increase tear production in patients whose tear production is presumed to be suppressed due to ocular inflammation associated with keratoconjunctivitis sicca. Increased tear production was not seen in patients currently taking topical anti-inflammatory drugs or using punctal plugs.



**Important Safety Information**

RESTASIS® is contraindicated in patients with active ocular infections and has not been studied in patients with a history of herpes keratitis. The most common adverse event was ocular burning (upon instillation)—17%. Other events reported in 1% to 5% of patients included conjunctival hyperemia, discharge, epiphora, eye pain, foreign body sensation, pruritus, stinging, and visual disturbance (most often blurring).

Please see our ad in the enclosed publication for brief summary of prescribing information. © marks owned by Allergan, Inc APC231D09

Allergan, Inc. ▲ (800) 433-8871  
www.restasis.com

Circle No. 01

**Keeler PSL Classic Portable Slit Lamp**

Keeler – British manufacturing experience and quality delivering great value.

- Precision machined aluminum chassis
- Advanced optics, x10 & x16 magnification
- Controllable illumination from maximum to zero
- Use and charge battery simultaneously, always have power.
- Most Apertures and filters along with 1.1mm square light patch for assessing a/c flare
- Big Slit Lamp features, portable usability



Buy Online!  
keelerusa.com

**Keeler**

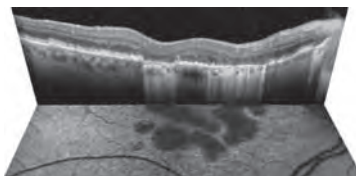
Circle No. 02

Keeler Instruments, Inc. ▲ (800) 523-5620  
www.keelerusa.com

**SPECTRALIS® OCT WITH BLUEPEAK**

BluePeak™ blue laser autofluorescence, now available on five SPECTRALIS models, provides a functional indication of retinal health. It can be helpful in dry AMD, drusen, macular edema, retinal dystrophies, and other conditions.

- Multi-modality imaging
- TruTrack Active Eye Tracking
- AutoRescan™ automatic follow-up scan placement
- 1-micron Reproducibility
- Heidelberg Noise Reduction™
- Network ready



Atrophy seen with BluePeak Blue Laser Autofluorescence + SD-OCT

**HEIDELBERG ENGINEERING**

Heidelberg Engineering ▲ (800) 931-2230  
www.HeidelbergEngineering.com

Circle No. 03

**CIRRUS™ HD-OCT WITH OPTIC NERVE HEAD ANALYSIS AND ADVANCED VISUALIZATION**

- Optic Nerve Head analysis generates automatic identification of the optic disc and cup boundaries.
- Enhanced 3D capabilities provide more powerful visualization of the retinal structure.
- Guided Progression Analysis (GPA™) and Macular Change Analysis track and measure change over time
- RNFL & Macular Thickness Normative Data compares patient data to age-matched normative database.
- Anterior Segment Imaging provides visualization of the angle and central corneal thickness measurement. No add-on lens required.
- Ever-expanding platform includes software upgrades, FORUM® connectivity.
- NEW Model 400 introduced to accommodate a smaller budget.



**ZEISS**

Circle No. 04

Carl Zeiss Meditec ▲ (877) 486-7473  
www.meditec.zeiss.com

Be sure to check out our Web site, too! On [www.revophth.com](http://www.revophth.com), click the **Product Guide** button.

## TOPCON KR-1W WAVEFRONT ANALYZER

The 5-in-1 KR-1W Wavefront Analyzer boasts the combined technologies of wavefront aberration, corneal topography, auto refraction, keratometry and pupillometry. The system features full auto-alignment, a large color touch screen, onboard evaluation software, wavefront image sequence and simulated visual acuity assessment. The KR-1W provides the eye care professional with all the required information on the human refractive system to perform optimal wavefront analysis.

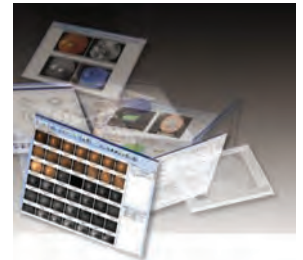


Topcon Medical Systems ▲ (800) 223-1130  
www.topconmedical.com

Circle No. 05

## TOPCON IMAGENET® DIGITAL IMAGING SYSTEMS

Topcon offers a wide variety of non-mydratric and mydratric imaging solutions. From our reliable retinal cameras to our innovative software programs, Topcon can provide a tailor-made solution to fit your practice. Our new IMAGENet R4 platform, designed to work with Topcon fundus cameras, is a comprehensive digital imaging system for fast and efficient acquisition, storage, retrieval and analysis of all types of Topcon ophthalmic images. It also features Topcon's exclusive i2k Retina™ Fundus Registration and Alignment Software. For more information, visit the new IMAGENet website at: [www.thenewfaceofimagenet.com](http://www.thenewfaceofimagenet.com)



Topcon Medical Systems ▲ (800) 223-1130  
www.topconmedical.com

Circle No. 06

## TOPCON 3D OCT-2000 SPECTRAL DOMAIN OCT

The Topcon 3D OCT-2000 system is the first Spectral Domain OCT system to incorporate a high resolution fundus camera and a user-friendly color touch screen display in a compact, space saving design. The easy-to-use, intuitive FastMap™ software enables dynamic viewing of the OCT data, providing 3D, 2D and fundus images simultaneously. Pin-Point Registration™ properly indicates the location of the OCT image within the fundus image. In addition, the compare function allows users to view serial exams in a comparison view and apply different analytical tools. The seamless integration of the 3D OCT-2000 with Topcon's EyeRoute® Synergy Ophthalmic Data Management System provides true connectivity and access to images anywhere, anytime.



Topcon Medical Systems ▲ (800) 223-1130  
www.topconmedical.com

Circle No. 07

## TOPCON CV-5000 VISION TESTER

The CV-5000 Automated Vision Tester from Topcon features a small optical head and a large color touch screen controller, as well as a high-speed lens chamber, making refractions fast, easy and comfortable. The redesigned KB-50 controller allows you to control the refraction process, demonstrate the benefit of a variety of lenses to your patients and educate them on their vision using a high-resolution touch screen color LCD. The CV-5000 can be connected to Topcon's EXAM-5000, a complete state-of-the-art ergonomic refraction system. It is also compatible with today's electronic medical record systems (EMRs) for a true paperless solution.



Topcon Medical Systems ▲ (800) 223-1130  
www.topconmedical.com

Circle No. 08

## TOPCON EYEROUTE® SYNERGY™ OPHTHALMIC DATA MANAGEMENT SYSTEM

With over 4,000 licensed users, 120+ devices, and 2 million reports & images captured, stored and managed in 2009, EyeRoute Synergy is the proven ophthalmic data management system. This innovative system integrates images and reports from Topcon and over 100 other manufacturers' systems into a single, secure, digital environment. With the ability to view, compare, annotate and transmit patient images seamlessly and securely, EyeRoute Synergy provides for fluent workflow efficiency and helps the transition to a paperless environment. The web based system allows for rapid access to patient information, anytime, from virtually anywhere, including workstations and remote computers. Designed as a scalable and flexible solution, EyeRoute Synergy integrates with most EMRs, is fully standards compliant and scalable to fit any size practice.



Topcon Medical Systems ▲ (800) 223-1130  
www.topconmedical.com

Circle No. 09

## TOPCON CA-200 CORNEAL ANALYZER

The Topcon CA-200 Corneal Analyzer is an easy-to-use, comprehensive and cost-effective corneal topography solution allowing for the complete evaluation of the anterior corneal surface. In addition to elevation mapping of the corneal surface, the CA-200 provides robust software features, allowing for a total analysis of the patient's corneal surface. The CA-200 can be operated as a stand alone unit, or in combination with an external PC with communication driven by WiFi data acquisition. The analyzer is controlled by an 8-inch touch panel monitor that makes acquisition, operation and evaluation of the cornea fast and easy. Additional software modules, such as contact lens fitting software, Zernike analysis and network viewing are available.



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www.topconmedical.com

Circle No. 10

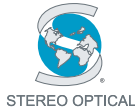
## FUNCTIONAL VISION ANALYZER™

### Contrast Sensitivity Testing with Two Glare Levels

The FVA offers a number of exams to evaluate functional vision and quality of vision. Background illumination levels inside the unit are constantly monitored and controlled.

Exams include:

- Visual Acuity - monocular and binocular at near, distance, and mid-range (optional)
- Contrast Sensitivity testing with F.A.C.T.® (Daytime/Nighttime; with glare/without glare)
- Stereopsis - Stereo Depth Perception testing
- Color Perception testing
- Potential Acuity (pin hole) The NEW upgraded EyeView® software utilizes a digital image processor to produce a pictorial model of the patients' functional vision.

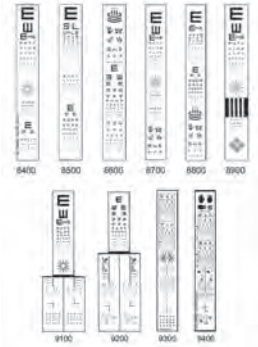


Stereo Optical ▲ (800) 344-9500  
www.StereoOptical.com

Circle No. 11

## PROJECTOR AND VECTOGRAPHIC SLIDES

Stereo Optical's projector slides are made of high-quality photo-graphic film, sealed between two pieces of glass to ensure sharp optotypes and maintain the integrity of the tests. Each slide can be adjusted for use in any testing lane. Available in Standard or Vectographic models, for children through adults.



Stereo Optical ▲ (800) 344-9500  
www.StereoOptical.com

Circle No. 12

## THE NEW DISTANCE RANDOT® STEREOTEST

Finally, a test for distance stereopsis for patients as young as 4 years of age.

Test includes:

- 4 tests in 1 booklet (400 sec of arc to 60 sec of arc)
- 1 pair of Standard 3-D Viewers and 1 pair of Pediatric 3-D Viewers
- Affordable
- Portable and readily available



*"Distance stereoacuity measured using Distance Randot® showed overall improvement following surgery for intermittent exotropia."*

Eileen E. Birch, Ph.D.  
Senior Research Scientist,  
Retina Foundation of the Southwest



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www.StereoOptical.com

Circle No. 13

## REVISED INFANT TELLER ACUITY CARDS® II

Features Include:

- Glare-free laminated test cards for increased durability
- Digitally printed test cards
- No edge artifacts

Proven Features still include:

- Meets AOA guideline for infant vision testing

Testing Formats Available:

- TAC II Full set: 17 cards (from 20/3200 to 20/20)
- TAC II Half set: 8 cards (from 20/3200 to 20/30)



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Circle No. 14

## STEREOTESTS

Features Include:

- Durable leatherette testing booklet
- Polarized 3-D cleanable lenses
- Sturdy hard plastic viewer frames

Testing Formats Available:

- Stereo Fly
- Randot®
- Stereo Butterfly
- Random Dot E
- Randot® Preschool



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www.StereoOptical.com

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## STEREO OPTICAL VECTOGRAMS

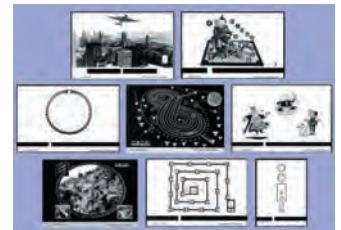
Stereo Optical has set the standard for vision training. Available in fixed or variable styles to accommodate unlimited base-in/base-out training. Each Vectogram includes one pair of 3-D viewers. Choose from:

Variable:

- Quoits
- Spirangle
- Clown
- Chicago Skyline
- Mother Goose
- Stereotest
- Basic Fusion

Fixed:

- Acuity Suppression
- Figure Eight
- Compass Points



Stereo Optical ▲ (800) 344-9500  
www.StereoOptical.com

Circle No. 16

For information about the products above, contact Stereo Optical:  
Telephone (800) 344-9500, Fax (773) 777-4985, e-mail: SALES@StereoOptical.com, internet: www.StereoOptical.com

## Enhance Botox Results with ZYTAZE™

*the first and only prescription nutritional supplement to support Botox*



**NEW ZYTAZE™** improves botulinum toxin efficacy and extends the duration of treatments by almost 25%<sup>1</sup> through a proprietary blend of zinc and phytase.

To eliminate the potential for zinc toxicity, ZYTAZE™ is packaged in a 10 capsule blister pack and is available by prescription only. This medication is time sensitive and should be taken four days prior to and on the day of receiving botulinum toxin injections. Inquire about ZYTAZE™ today.

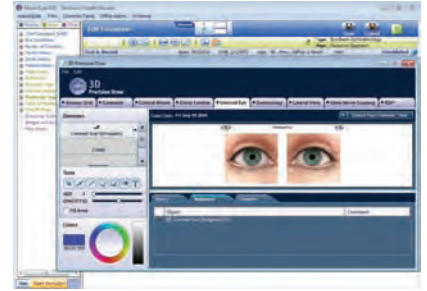
<sup>1</sup>Kashy JC, Sharabi SE, Feldman EM, Holler LM, Holler LH, Patrinely JR, Saparkar CNS. Effect of Dietary Zinc Supplementation on Botulinum Toxin Treatments (manuscript in review).

**OCuSOFT, Inc. ▲ (800) 233-5469**  
www.zytaze.com

Circle No. 17

## MAXIMEYES: AN EHR SOLUTION YOU CONTROL

MaximEyes practice management and Certified EHR software delivers tailored and affordable financing options for all practice sizes—we take the time to understand how your practice works. MaximEyes is backed with exceptional service, training, education and support. Powerful customizable business solutions and flexible workflows help you meet meaningful use criteria. You can count on us as your trusted eyecare partner.



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www.first-insight.com

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## RESIGHT™ FUNDUS VIEWING SYSTEM FOR ZEISS MICROSCOPES

- Innovative design eliminates the need to refocus when RESIGHT is moved in or out of position.
- Convenient lens turret enables quick access of aspheric 60 diopter or 128 diopter wide angle lens.
- Motorized inverters provide greatly increased workflow and efficiency.
- Wireless 14 function foot pedal seamlessly operates both the microscope and RESIGHT system.
- Superior all-glass ZEISS optics provides unparalleled image quality.



**Carl Zeiss Meditec ▲ (877) 486-7473**  
www.meditec.zeiss.com

Circle No. 19

## THE EPIC AUTOMATED REFRACTION SYSTEM

Marco has successfully installed thousands of automated refraction systems. Each receives the Marco certified implementation process that guarantees the efficiency and expertise to make your system a success.

The EPIC® has:

- EMR integration
- Smaller footprint
- Adjustable table
- Color screen
- Contrast and glare testing.

Invest in a refraction system from the “Leader In Vision Diagnostics®” and experience full satisfaction.



**Marco ▲ (800) 874-5274**  
www.marco.com

Circle No. 20

## ATTENTION INDEPENDENT EYE CARE PROFESSIONALS

**The Science Behind Perfecting Customized Vision Is Now Available With The C-VUE Advanced HydraVUE Silicone Hydrogel Family Of Products.**

All NEW—CVUE Advanced HydraVUE Toric Multifocal, CVUE Advanced HydraVUE Multifocal, CVUE Advanced HydraVUE Custom Toric and CVUE Advanced HydraVUE Single Vision. Monthly Completely Customizable Silicone Hydrogel Lenses, World Class C-VUE Patented Technology...Exclusively Through Independent Eye Care Professionals.

Call 800-446-2020  
Now For a Risk Free Trial.



**Unilens Vision Inc. ▲ (800) 446-2020**  
www.unilens.com

Circle No. 21

## Only SteriLid® kills the bugs in 60 seconds

- Blepharitis •Dry eye •Pre-surgical patients

> 90% reduction in colony forming units (CFU) @ 60 seconds	Povidone Iodine	Competitor <sup>1</sup>	Vehicle	SteriLid
Pseudomonas	X			X
Escherichia coli	X			X
MRSA				X
Staph aureus				X
Serratia marcescens	X			X
Staph epidermidis	X	X		X
Moraxella	X	X	X	X



<sup>1</sup> Independent lab test results on file. <sup>2</sup> OCUSOFT Lid Scrub PLUS is a registered trademark of OCUSOFT, Inc.

**Advanced Vision Research ▲ (800) 979-8327**  
www.theratears.com

Circle No. 22

## ODYSSEY MEDICAL, LEADER IN PUNCTAL OCCLUSION, OFFERS THE PARASOL®

Odyssey Medical, Inc. offers the Parasol® Punctal Occluder, the #1 choice for punctal occlusion. The Parasol's unique design is exceptionally easy to insert, requiring little or no dilation. Simple sizing means two sizes fit virtually all. In addition, Odyssey offers an exclusive 30-day pop-out guarantee. Also available is collagen and EXTEND™, an absorbable synthetic punctal implant which provides occlusion for up to three months.



Odyssey ▲ (888) 905-7770  
www.odysseymed.com

Circle No. 23

## ICAPS® LUTEIN AND OMEGA-3 VITAMIN

For people at risk for AMD, ICaps® Lutein & Omega-3 Vitamin provides vitamins and nutrients to help keep eyes healthy in a convenient, once-daily softgel. ICaps® L&O Vitamin is enriched with lutein and zeaxanthin, which help protect eyes, and omega-3 fatty acids, which are important for both eye and body health.



Alcon Laboratories, Inc. ▲ (800) 451-3937  
alcon.com

Circle No. 24



## Kowa nonmyd α D-III / VK2 Digital Imaging System



- KOWA nonmyd α-D III Fundus Camera
- Full Integration with the Kowa VK-2 Digital Imaging System
- VK-2 Digital Imaging Software
- Fast Patient Set-up
- On Screen Stereo Viewing

Circle No. 25

20001 S. Vermont Ave. Torrance, CA 90502 800.966.5692 www.kowa-usa.com



## actiV EHR™ PLATFORM FOR THE FUTURE



- Complete Business Management
- Complete Optical Management
- Complete Clinical Management

Built for the next generation of health care, with communication and interoperability at the core of its design, actiV EHR is your business platform for the future!

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20001 S. Vermont Ave. Torrance, CA 90502 800.966.5692 www.kowa-usa.com

## Digital Slit Imaging System



- Wide Variety of Image Capture Options
- Joystick Trigger for Still Images
- Dual Footswitch for Still Image Capture or Video
- High Resolution Video Recording
- Capture Images In bmp and jpeg format
- Kowa "Skip Back" Image Capture Technology
- Works With The Kowa/CSO SL980
- Adapts to Most Other Slit Lamp Makers, Call for Availability

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20001 S. Vermont Ave. Torrance, CA 90502 800.966.5692 www.kowa-usa.com

## OPTI-FREE® REPLENISH® MULTI-PURPOSE DISINFECTING SOLUTION

OPTI-FREE® RepleniSH® MPDS is a proprietary formula specially designed for today's advanced soft contact lenses. OPTI-FREE® RepleniSH® with TearGlyde® reconditioning system keeps lenses moist for 14 hours.

Survey of 305 Optometrists,  
Harris Interactive®,  
April 2010.



Circle No. 28

Alcon Laboratories, Inc. ▲ (800) 451-EYES  
www.opti-free.com

## OCUSOFT® LID SCRUB™ PLUS—DIFFICULT LID PROBLEMS DEMAND THE TUFF STUFF

OCuSOFT® Lid Scrub™ PLUS Extra Strength Eyelid Cleanser is recommended for patients with moderate to severe eyelid conditions. This latest innovation in eyelid hygiene is purposely designed as a “Leave-On” formula to prolong contact time, thereby effectively eradicating seven different strains of bacteria common to the eyelids including MRSA and Staph epidermidis. Call 800-233-5469 for free samples.



OCuSOFT, Inc. ▲ (800) 233-5469  
www.ocusoff.com

Circle No. 29

## RTVue® SPECTRAL-DOMAIN OCT

Optovue has led the industry in OCT innovation with the RTVue - Fourier/Spectral – domain OCT system, providing eye-care professionals with superior clinical information that facilitates early detection, management, and treatment of ocular disorders and diseases. The RTVue® is the most comprehensive OCT available in the market offering complete solutions in:

- **RETINA:** High Resolution B-scans, Thickness & Layer mapping, Change & Volumetric Analysis
- **GLAUCOMA:** Ganglion Cell Complex Analysis (GCCTM feature), RNFL Thickness mapping, C/D Ratio, Change Analysis
- **ANTERIOR SEGMENT:** Visualization AND Measurement of Angle & Corneal Thickness (Complete Pachymetry Mapping)



optovue  
Defining the OCT Revolution

RTVue...designed to meet the needs of every practice.

Optovue, Inc. ▲ (866) 344-8948  
www.optovue.com

Circle No. 30

## IOLMASTER® 500

- Best cataract penetration in the industry.
- Proven keratometry performance.
- Acknowledged standard for precise measurements.
- Seamless data export to Holladay II IOL Consultant.
- The fastest biometer available.
- Data transfer to Accutome ultrasound.
- FORUM® connectivity.



Carl Zeiss Meditec ▲ (877) 486-7473  
www.meditec.zeiss.com

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## EYECANHEAR™

EyeCanHear™, created for the vision industry by the vision industry! Choose *EyeCanHear Complete™, a fully integrated, full-service program.* No room? No problem! With mEYEcosite™, gain many features of *Complete.* Want to develop hearing services on your own? Select any or all of our elements a la cart, along with a full-line of quality instrumentation. Hearing services for eyecare...*it's visionary!*



EyeCanHear ▲ (941) 893-2500  
www.eyecanhear.com

Circle No. 32

## NEW & IMPROVED SNUGPLUG FROM FCI

FCI's **one-size-fits-all** silicone SnugPlugs are packaged preloaded & stretched for easy insertion. Once released in punctum, the plug returns to its natural shape for secure retention.

- Easy one step insertion
  - No sizing necessary
  - Snug fit
  - Removable with forceps
- Also from FCI: Ready-Set Plugs with slanted collarettes; TearSaver Plugs; ProLong 3-month plugs; collagen plugs; flow-through plugs; and Zone Quick.



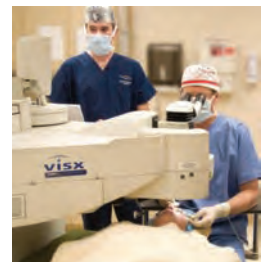
FCI Ophthalmics ▲ (800) 932-4202  
www.fci-ophthalmics.com

Circle No. 33

## SIGHTPATH MEDICAL—A TURN-KEY SOLUTION TO OPHTHALMIC OUTSOURCING

As the industry leader in cataract and refractive outsourcing, Sightpath Medical offers surgical equipment and services on an as-needed basis. Sightpath provides NBSTSA certified surgical technicians and manufacturer certified laser engineers. Contact us to learn about securing leading technologies without capital investment and maintenance fees.

Visit [www.sightpathmedical.com](http://www.sightpathmedical.com), call 800-728-9615 or email [info@sightpathmedical.com](mailto:info@sightpathmedical.com)

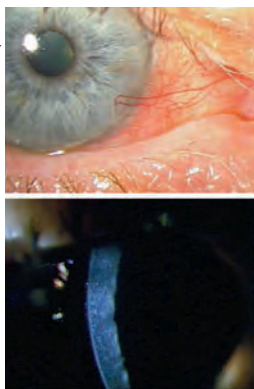


Sightpath Medical ▲ (800) 728-9615  
www.sightpathmedical.com

Circle No. 34

## TELSCREEN'S EYERES DIGITAL IMAGING SYSTEM

Only TelScreen's EyeRes Slit-Lamp Digital Imaging System provides high-resolution digital stills and videos of the Anterior Segment and retina **without** flash or indirect lighting. Only TelScreen's programmed **medical-grade camera** gives audit-quality photos of 559 Medical Necessity codes. Two Anterior Segment photos per week make the monthly payments! Doctors say "easy-to-use, beautiful images, patients love this, best purchase I've made, great service."



TelScreen TSi

TelScreen ▲ (800) 769-4933  
www.telscreen.com

Circle No. 35

## CATARACT?

Her last doctor said to wait until it worsens...then have surgery...  
*Now you have the tools to halt or reverse cataracts.*

- Cineraria Homeopathic Eye Drops trigger the body's ability to clear the crystalline lens.
- Oral Absorption Nutraceuticals provide high blood level absorption of herbs & vitamins needed to clear the lens.

CALL FOR A FREE INFO/SAMPLE PACK

**Professional Quality—  
Only Available Via Doctors  
Made in the USA**

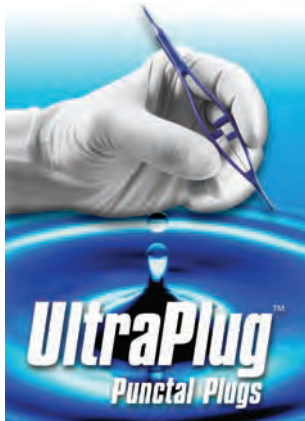


Natural Ophthalmics, Inc. ▲ (877) 220-9710  
www.naturaleyedrops.com

Circle No. 36

## ULTRAPLUG™ PUNCTAL PLUGS

Extend your treatment options with the UltraPlug™ line of punctal plugs. UltraPlug™ punctal plugs are available in long-term silicone, intermediate synthetic absorbable or short-term collagen product materials to best suit your treatment plan. UltraPlug™ silicone plugs feature a low-profile cap designed to virtually eliminate foreign body sensation and are pre-loaded on a sterile inserter/dilator.



Angiotech ▲ (800) 523-3332  
www.sharpointf.com

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## DRY EYE DROPS THAT TRIGGER TEAR FILM PRODUCTION—WITHOUT SIDE EFFECTS—OK WITH CONTACTS

Two separate eye drop formulas, one for Women and one for Men, which stimulate the production of all three tear film layers—relieving symptoms with causation ranging from inflammation to aqueous deficiency, including Sjogren's Syndrome. The Women's formula has ingredients for dryness related to hormonal fluctuations. The Men's drop has others for male pattern dryness.

OK WITH CONTACTS—NO SIDE EFFECTS—NO PRESERVATIVES—WORKS FAST & FEELS GREAT  
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**Professional Quality—Available Via Doctors Only!**



Natural Ophthalmics, Inc. ▲ (877) 220-9710  
www.naturaleyedrops.com

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## THE TRS AUTOMATED REFRACTION SYSTEM

The TRS-5100 is an upgrade from your standard manual phoropter to a sleek, modernized automated phoropter controlled with a programmable keypad. Allowing you to remain comfortably seated throughout the entire exam, eliminating repetitive stress injuries. The TRS makes your life easier and gives the patient faster, more accurate and a positive exam experience. Pre-programming the entire refraction process increases exam efficiency, maximizes patient flow, increases overall practice revenue and referrals. The TRS is EHR/EMR compatible.



**MARCO**  
THE LEADER IN VISION DIAGNOSTICS®

Marco ▲ (800) 874-5274  
www.marco.com

Circle No. 39

## FINALLY—AN ALLERGY DESENSITIZATION EYE DROP—OK WITH CONTACTS

"I have allergies and your drops are better than Patanol...I have no problem telling patients that these are the newest and best drops available and they are not available in stores, so you need to buy them here." Dr. F. S.

OK WITH CONTACTS—NO SIDE EFFECTS—NO PRESERVATIVES—WORKS FAST & FEELS GREAT

CALL FOR A FREE INFO/SAMPLE PACK

**Professional Quality—  
Only Available Via Doctors  
Made in the USA**



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www.naturaleyedrops.com

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## PROTECTION WITH PREMIER EDGE® SAFETY KNIVES

Safety Knives provide protection and a clear view of the surgical field. The ridged handle with non-slip grip is printed with blade style for easy identification.

One-handed operation: Thumb pushes guard backward to expose the blade and lock in place. Push forward to cover and protect the blade.

Available in Stab, Crescent, MVR and Thin Line Slit styles.



OASIS Medical, Inc. ▲ (800) 631-7210  
www.oasismedical.com

Circle No. 41

## AZASITE® (AZITHROMYCIN OPHTHALMIC SOLUTION) 1%

AzaSite® (azithromycin ophthalmic solution) 1% is indicated for the treatment of bacterial conjunctivitis caused by susceptible isolates of CDC coryneform group G\*, *Haemophilus influenzae*, *Staphylococcus aureus*, *Streptococcus mitis* group, and *Streptococcus pneumoniae*.

AzaSite® delivers sustained concentrations to ocular surface tissues, including the eyelids, cornea, conjunctiva, and tears. Additionally, AzaSite® has significant anti-inflammatory and antimicrobial effects.

\*Efficacy for this organism was studied in fewer than 10 infections.



Inspire Pharmaceuticals, Inc. ▲ (919) 941-9777  
www.inspirepharm.com

Circle No. 42

## TEARS AGAIN® ADVANCED LIPOSOME SPRAY —SOOTHES, COOLS AND MOISTURIZES

Dry, scratchy, irritated eyes? The problem may not be the eyes, but rather the eyelids. Tears Again® advanced Liposome Spray soothes with a refreshing mist and lubricates using patented liposome technology to deposit water and lipids, protecting against moisture loss. Liposomes are microscopic molecules that have been used for years in cosmetic and drug delivery. Vital nutrients and antioxidants that include Vitamins A, C, and E have been added to provide relief from eyelid irritation. Apply to lids with the eyes closed. Call 800-233-5469 for promotional discount pricing.



OCUSOFF, Inc. ▲ (800) 233-5469  
www.ocusoff.com

Circle No. 43

## GULDEN'S DIGITAL PD RULER

Gulden's Digital PD Ruler is a simple and inexpensive way to measure both monocular and binocular distances between eyes. This is necessary for accurate fitting of various ophthalmic lenses, especially multi-focals. It works by simply aligning the vertical stripes over the center of each papillary reflex.

R button measures right eye, L button measures left eye. No button measures distance from between the eyes. Very accurate and responsive digital display. Automatic shutoff when placed on a level surface.



Gulden Ophthalmics ▲ (800) 659-2250  
www.guldenophthalmics.com

Circle No. 44

## PATADAY™ SOLUTION

PATADAY™ Solution is a sterile ophthalmic solution containing olopatadine for topical administration to the eyes. It is indicated for the treatment of ocular itching association with allergic conjunctivitis for patients 3 years and older. PATADAY™ solution is supplied in a 2.5 mL DROP-TAINER® Dispenser. The recommended dose is one drop in each affected eye once a day.



Alcon Laboratories, Inc. ▲ (800) 451-3937  
alcon.com

Circle No. 45

## EXTENDED PROTECTION AND LONG LASTING RELIEF OF DRY EYE SYMPTOMS

### SYSTANE® Ultra Lubricant Eye Drops for dry eye patients with aqueous tear deficiencies

#### THIS IS RELIEF.

This protection results in:

- Long lasting lubrication<sup>1,2</sup>
- Relief from dry eye symptoms<sup>1,2</sup>
- Improved visual performance.<sup>2</sup>

1. Davitt W, et al. Efficacy in Patients with Dry Eye after Treatment with a New Lubricant Eye Drop Formulation. *Journal of Ocular Pharmacology and Therapeutics*; Volume 26, Number 4, 2010.  
2. Ketelson HA, Davis J, Meadows DL. Characterization of a novel polymeric artificial tear delivery system. *Invest Ophthalmol Vis Sci.* 2008; 49:E-Abstract 112.



Alcon Laboratories, Inc. ▲ (800) 451-3937  
alcon.com

Circle No. 46



**TEARS AGAIN® HYDRATE™—THE ONLY PRESCRIPTION NUTRITIONAL SUPPLEMENT FOR DRY EYE**

Tears Again® HYDRATE™ is specially formulated for the Dietary Management of Dry Eye Syndrome, Blepharitis and Meibomian Gland Dysfunction. Tears Again® HYDRATE™ contains unique proprietary blends of Essential Fatty Acids (EFAs):

- 1000 mg of Omega 3 Flaxseed Oil
- 500 mg of Omega 6 Evening Primrose Oil

For increased bioavailability, Tears Again® HYDRATE™ utilizes a proprietary Hypersorb™ Technology liposome process. Prescribe Tears Again® HYDRATE™ for your Dry Eye patients.



OCUSOFT, Inc. ▲ (800) 233-5469  
www.ocusoft.com

Circle No. 47

**optos® Ophthalmology**

**OPTOS INTRODUCES THE 200TX WITH FLUORESCIN ANGIOGRAPHY AND AUTOFLUORESCENCE**

- Optos technology is defining new standards in diagnosis of retinal disease with dynamic, ultra-widefield, ultra-high definition color imaging, fluorescein angiography, autofluorescence capabilities.
- The non-contact simultaneous pole to peripheral image capture provides physicians with a clear view of up to 200° or 82% of the retina. This technology supports practitioners in diagnosing, analyzing, documenting and monitoring ocular pathology that may first present in the periphery.



Optos ▲ (800) 854-3039  
www.optos.com

Circle No. 48

**TRAVATAN Z® SOLUTION**

TRAVATAN Z® (travoprost ophthalmic solution) 0.004% is used to reduce elevated intraocular pressure (IOP) in patients with open-angle glaucoma or ocular hypertension who may be intolerant to other intraocular pressure lowering medications or for whom other medications do not sufficiently lower IOP. TRAVATAN Z® solution is our most recent formulation that replaces benzalkonium chloride (BAK) with SOFZIA®, an ionic buffered preservative system.



Alcon Laboratories, Inc. ▲ (800) 451-3937  
alcon.com

Circle No. 49

**SPECIFICALLY DESIGNED FOR DRY EYE PATIENTS WITH MEIBOMIAN GLAND DYSFUNCTION (MGD)**

SYSTANE® BALANCE Lubricant Eye Drops for dry eye patients with tear lipid deficiencies

- Unique formulation of SYSTANE® BALANCE Lubricant Eye Drops with the LipiTech™ System<sup>1</sup>
- Helps to restore the lipid layer<sup>1</sup>
- Stabilizes the natural tear film for extended Tear Film Breakup Time (TFBUT)<sup>2</sup>
- Less frequent dosing and increased quality life<sup>3</sup>



Inherently Different™

1. Ketelson HA, Davis J, Meadows D. Characterization of an anionic lipid stabilized ocular emulsion containing HP-Guar. Presented at ARVO meeting; May 2010; Fort Lauderdale, FL.
2. Korb D, Blackie C, Meadows D, Christensen M, Tudor M. Evaluation of extended tear stability by two emulsion based artificial tears. Presented at the Tear Film and Ocular Surface Society meeting; September 2010; Florence, Italy.
3. Foulks G, Sindt C, Griffin J. Efficacy evaluation of a novel emulsion based, anionic phospholipid containing artificial tear in meibomian gland dysfunction (MGD) subjects. Presented at the Tear Film and Ocular Surface Society meeting; September 2010; Florence, Italy.

Alcon Laboratories, Inc. ▲ (800) 451-3937  
alcon.com

Circle No. 50

**OMEGA 500 BIO—AVAILABLE IN UNPLUGGED**

The OMEGA 500 is the only BIO on the market constructed with no compromises. The all metal optics offer unequalled durability; the small pupil function features no limiting presets; and the Xenon Halogen Bulb provides near perfect color rendering. The OMEGA 500 is available with a variety of power sources, including the UL-Approved UNPLUGGED allowing you to work anywhere without cords or cables.



Heine USA ▲ (800) 367-4872  
www.heine.com

Circle No. 51

**OMEGA 2C VIDEO BIO**

The OMEGA 2C is the only BIO on the market that has been designed specifically for video use. It features specially designed optics, and a fully integrated camera system—ensuring an image of incomparable quality. Optics are mounted to an aluminum frame, and the housing is 100% dust-proof. The OMEGA 2C is now available with digital image capabilities and software.



Heine USA ▲ (800) 367-4872  
www.heine.com

Circle No. 52

## Reliance 520<sup>®</sup> Examination Chair

Reliance's stylish new 520 chair top reclines up to 40° while the patient maintains position. Access the pneumatically assisted release mechanism from both sides of the chair. Other features include, corded foot switch, dual rotation locks, non-articulating headrest, armrests that rotate up to allow easy access to the chair.

Customize with MyColor selections to match any office.



800.735.0357  
haag-streit-usa.com

Circle No. 53

## Reliance FX 920<sup>®</sup> Examination Chair

The FX 920 sets a new standard for design but it retains the core value of all Reliance products — rugged durability. All surfaces of the chair are designed to support a patient's entire weight. Ergonomic full power tilt is efficient for the practitioner as well as comfortable for the patient. A full complement of controls is available on both sides of chair and a detached dual footswitch adds flexibility.



800.735.0357  
haag-streit-usa.com

Circle No. 54

## 7900 Instrument Stand

The Reliance 7900 Instrument Stand is the perfect complement to any Reliance Examination or Procedure chair. Manufactured from the same material as B1 Bombers, the 7900 is tough and scratch resistant. Includes refractor and slit lamp arms, and switches to control chair's hydraulic base. Available with, or without rechargeable instrument wells.



800.735.0357  
haag-streit-usa.com

Circle No. 55

## Stimuli<sup>®</sup> Advanced Version 4.0

The Stimuli is a refraction device that replaces automated projectors. By displaying images randomly, the Stimuli eliminates the memory effect. The Stimuli System, popular in private practices and clinic settings alike, includes the new 21.5" iMac Slim Line, and a remote control, contrast sensitivity test, and pediatric optotypes.

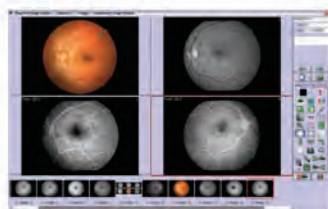


800.787.5426  
haag-streit-usa.com

Circle No. 56

## EyeCap FA<sup>®</sup> Imaging System

The EyeCap<sup>®</sup> FA imaging system produces color, red-free, and fluorescein angiography images. It combines the newest in SLR technology with the Canon EOS 35mm SLR back and modern mydriatic retinal cameras. The intuitive software is network ready and produces high resolution images. EyeCap's uncomplicated hardware offers minimum investment for maximum return.



800.787.5426  
haag-streit-usa.com

Circle No. 57

## LENSTAR LS 900<sup>®</sup> Premium IOL Biometry

In less than 30 seconds with a single scan, Haag-Streit's optical biometer, LENSTAR LS 900 captures nine biometry measurements on the visual axis, including lens thickness. All standard IOL prediction formulas (Holladay I, SRK-T, Haigis and Hoffer Q) are built into the software — with potential for future formulas to be added. Auto-population of the data fields in the Holladay IOL Consultant\* saves time and eliminates the risk and liability of transcription error.

\*(The Holladay IOL Consultant is not included with LENSTAR LS900)



888.695.3678  
myLENSTAR.com

Circle No. 58

## BQ 900® LED Slit Lamp

Choose the BQ 900 LED for advanced microscopy. The IM 900® imaging module offers a fully integrated imaging solution with unique features and technology. Select accessories such as a teaching scope, inclined eyepieces, a Goldmann tonometer or the stereo variator for the retinal specialist. The convergent view of the BQ 900 LED offers a large binocular field with high resolution and depth of focus.



**HS HAAG-STREIT  
USA**

800.787.5426  
haag-streit-usa.com

Circle No. 59

## BM 900® LED Slit Lamp

Haag-Streit's flagship product used by thousands of doctors around the world is now available with LED illumination. LED provides a brighter light, more uniform dispersion of illumination, and cooler operation for patient comfort. LED unit lasts for up to 30,000 hours of use.



**HS HAAG-STREIT  
USA**

800.787.5426  
haag-streit-usa.com

Circle No. 60

## CM 900® Camera Module

The CM 900 is available on and retrofits to any existing BP 900® LED or BD 900® Slit Lamp.

Freeze technology allows you to shoot the perfect image every time. Identify the shot area, and click. Digital video capture automatically begins. Depress the hands-free footswitch to shoot. Review on the monitor, choose from images before and after you clicked, pick the best shot.



**HS HAAG-STREIT  
USA**

800.787.5426  
haag-streit-usa.com

Circle No. 61

## IM 900® Imaging Module

The Haag-Streit IM 900 complements the Haag-Streit BQ 900® Slit Lamp with integrated imaging features. Freeze technology captures the image at the exact moment the trigger is pressed. The history trigger can record the moments prior to the image capture and allowing the practitioner to review and select the best image. True aperture allows complete control of the depth of field.



**HS HAAG-STREIT  
USA**

800.787.5426  
haag-streit-usa.com

Circle No. 62

## Octopus 300® Series Perimeters

The Octopus 300 Series provides a networkable and EMR ready solution (Pro model with EyeSuite) for all your perimetry needs. The 300 series is capable of performing a 2½ minute full-threshold test with Haag-Streit's TOP strategy. And with our eye tracking and fixation control, worries about reliability due to fixation losses are over.



**HS HAAG-STREIT  
USA**

800.787.5426  
haag-streit-usa.com

Circle No. 63

## Octopus 900® Versatility PLUS Connectivity!

The Octopus 900 is the most versatile perimeter available. The 900 features static White/White, Blue/Yellow, Red/White, Flicker, Low Vision testing and computer-assisted Goldmann Kinetic. The 900 series also comes with EyeSuite – the industry's most advanced software for progression analysis – including the first perimetric analysis to combine structure and function.



**HS HAAG-STREIT  
USA**

800.787.5426  
haag-streit-usa.com

Circle No. 64

## TOMEY TL-2000C AUTO LENSMETER

has a 5.7 inch Color TFT LCD with touch panel and built-in printer.

The TL-2000C Auto Lensmeter can measure Standard & High index, Bifocal, Trifocal, Progressive and Prism Lenses. In addition it can also give measurement of hard and soft contact lenses.



Tomey ▲ (888) 449-4045  
www.tomeyusa.com

Circle No. 65

## TOMEY EM-3000 SPECULAR MICROSCOPE

has the *first* touch screen!

Tomey has introduced a new advanced specular microscope. The EM-3000. Its color touch screen allows ease of operation and speed in its results. It will also measure the thickness of the cornea. It has an internal computer that automatically analyzes the cells. Seven fixation targets make peripheral photography a snap. More cells are counted for greater accuracy.



Tomey ▲ (888) 449-4045  
www.tomeyusa.com

Circle No. 66

## TOMEY TMS-4 CORNEAL TOPOGRAPHER

better resolution, accuracy, and coverage than any other product in the world including wavescans and has dry eye software inside.

The unit comes complete with Klyce corneal statistics software, Keratoconus screening software, contact lens fitting software, Klyce Maeda Multiple Regression Analysis, Smolek-Klyce Classification Neural Network with bit image format. Easily networked.



Tomey ▲ (888) 449-4045  
www.tomeyusa.com

Circle No. 67

## TOMEY RT-7000 AUTOREFRACTOR/ KERATOMETER/TOPOGRAPHER

The 3-in-1 instrument with easy and speedy touch screen alignment and auto shot. Includes built-in computer and on-board printer. Dry eye software inside.

Two CCD cameras capture images providing highly accurate measurement data. Includes diameter measurement of cornea and pupil. The Indices of KAI and KRI that show Corneal Irregular Astigmatism displayed with three levels (A•B•C) at Keratometry. Absolute and Normalized color maps can be viewed for contact lens fitting and Corneal Eccentricity Index of Ortho-K Lens. TSAS (tear stability analysis software) included.



Tomey ▲ (888) 449-4045  
www.tomeyusa.com

Circle No. 68

## SPECIFICALLY DESIGNED FOR DRY EYE PATIENTS WITH MEIBOMIAN GLAND DYSFUNCTION (MGD)

SYSTANE® BALANCE Lubricant Eye Drops for dry eye patients with tear lipid deficiencies

- Unique formulation of SYSTANE® BALANCE Lubricant Eye Drops with the LipiTech™ System<sup>1</sup>
- Helps to restore the lipid layer<sup>1</sup>
- Stabilizes the natural tear film for extended Tear Film Breakup Time (TFBUT)<sup>2</sup>
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Alcon Laboratories, Inc. ▲ (800) 451-3937  
alcon.com

Circle No. 69

## TOMEY FT-1000 NON-CONTACT TONOMETER — NEW! THE “PATIENT FRIENDLY” NCT

The Touch Alignment of the FT-1000 quickly aligns the eye center with the center of the screen simply by touching the eye shown on the screen.

The lag time is reduced from the completion of alignment to the beginning of measurement 15/1,000 seconds. No repeated exams necessary. “mmHg” or “hPa” can be selected for the unit of the intraocular pressure.



Tomey ▲ (888) 449-4045  
www.tomeyusa.com

Circle No. 70

**ALODOX™ CONVENIENCE KIT—NOW INCLUDES TRANQUILEYES™ MOIST HEAT THERAPY GOGGLES**

Improve patient compliance by prescribing the ALODOX™ Convenience Kit. The ALODOX™ Convenience Kit contains ALODOX™ (Doxycycline Hyclate 20 mg), OCuSOFT® Lid Scrub™ PLUS Extra Strength Pre-Moistened Pads, OCuSOFT® Lid Scrub™ Original Foaming Eyelid Cleanser, Tranquileyes™ Moist Heat Therapy Goggles and Thermoeyes™ Instant, Reusable Heat Packs.



**OCuSOFT, Inc. ▲ (800) 233-5469  
www.ocusoft.com**

Circle No. 71

**FRESHKOTE®**

FreshKote® ophthalmic solution is a prescription product that was developed to provide patients with superior relief of the symptoms associated with Dry Eye Syndrome. FreshKote® utilizes a synergistic blend of polymers, 2 forms of polyvinyl alcohol (PVA) with Povidone, plus Amisol® CLEAR, a proprietary blend of lipids and other essentials. This patented blending enhances ocular surface wettability, delays tear evaporation, assists ocular surface healing, and treats all 3 layers of the tear film.



**FOCUS Laboratories ▲ (501) 753-6006  
www.focuslaboratories.com**

Circle No. 72

**SYNEMED INTRODUCES AN EASY-TO-USE AND AFFORDABLE PERIMETER**

Synemed, with over 30 years of visual field expertise, is proud to announce the latest line of perimeters. The Synemed EP-900 Series of full field, full-featured automated perimeters offers all of the features you need and want, and provides easy-to-interpret industry standard results. Models are user-friendly, with easy, two-button operation, provide the fastest test times and are easily upgradeable. Customize your own programs, combining advanced methodologies with a large selection of test patterns to screen in less than one minute and threshold in less than two minutes per eye. These all-encompassing systems are the only perimeter you'll ever need to ensure the most comprehensive patient care possible.



**Synemed ▲ (800) 777-0650  
www.synemed.com**

Circle No. 73

**TOZAL® SOFTGELS**

TOZAL® is a complete eye health formula, available by prescription, for patients that may be at risk for, or have been diagnosed with, age related macular degeneration that may be due to deficiencies in specific vitamins, minerals and antioxidants. With its therapeutic amount of Omega—3 fatty acids from fish oil, TOZAL® is also an excellent product for patients with dry eye syndrome.



**FOCUS Laboratories ▲ (501) 753-6006  
www.focuslaboratories.com**

Circle No. 74

**SYNEMED EYESCAPE ADVANCED IMAGING SYSTEM**

Now get EyeScape on Canon's all new CR2 Non-Mydriatic Fundus Camera. Complete system includes 15.1 Megapixels, stereo linking, slit lamp integration, mosaic, multiple filters, advanced pathology tools, EMR integration, screening modality, and so much more. You can always count on Synemed for on-site installation and training as well as service long after the sale.



**See Synemed for**

- Software and database conversions
- Slit Lamp Imaging Systems
- Upgrades of older cameras (film and digital)

**Synemed ▲ (800) 777-0650  
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Circle No. 75

**THE OPTYSE™ LENS-FREE POCKET-SIZED OPHTHALMOSCOPE**

The Optyse™ Lens-Free Pocket-Sized Ophthalmoscope is a new, very compact ophthalmoscope that is ideal for rapid and accurate central fundus evaluation. It is very simple to use with no lenses or filter wheels. Due to its portability and affordability, it offers eye care professionals, physicians (especially primary care, pediatric, and geriatric physicians), nurses, midwives (for infant eye examination) and even medical and healthcare students a rapid, easy to use method to screen for many medical conditions that an eye exam can reveal.



**Gulden Ophthalmics**  
Time Saving Tools

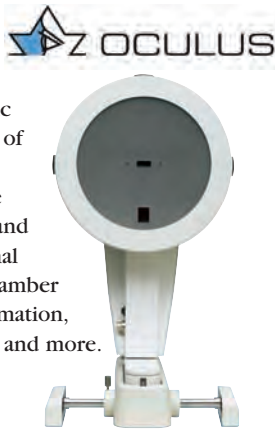
**Gulden Ophthalmics ▲ (800) 659-2250  
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Circle No. 76

## AFFORDABLE, CUSTOMIZABLE, UPGRADABLE

Complete examination of the anterior segment has become more affordable with the OCULUS Pentacam Basic. In less than 2 seconds, the Pentacam Basic captures 25 sharp Scheimpflug images of the anterior segment and provides the topography and elevation maps for the front and back surfaces of the cornea and non-contact pachymetry data. Additional software modules provide Anterior Chamber Depth (ACD), Angle and Volume information, early Keratoconus detection capability and more. EMR compatible.

Call today for more information and a FREE in-office demo!



Oculus, Inc. ▲ (888) 284-8004  
www.OculusUSA.com

Circle No. 77

## COMPACT PERIMETER

The full featured Centerfield II performs static and kinetic Perimetry out to 36° automatically and provides full field examinations up to 70° with fixation shift. This Goldmann standard Perimeter performs screening and threshold exams using 30-2, 24-2 and 10-2 test patterns, as well as the Esterman Driving Test grid. Color Perimetry and statistical package included. Full threshold visual field testing takes less than 3 minutes with the NEW CLIP strategy. EMR compatible.

Call today for more information and a FREE in-office demo!



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www.OculusUSA.com

Circle No. 78

## PACHY+AUTOREF+KERATOMETER

Put your practice in overdrive with the new OCULUS PARK 1, the only diagnostic instrument to combine a classic Auto-Refractor with a non-contact Pachymeter and Keratometer, all in one.

Sleek, slim, ergonomically designed and attractively priced, the PARK 1 uses proven, cutting edge Scheimpflug technology. Call today for more information and a FREE in-office demo!



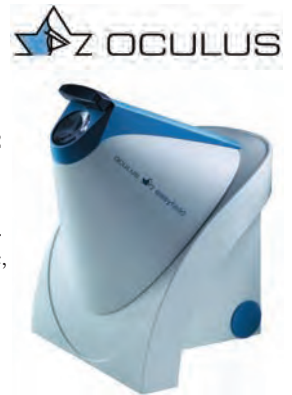
Oculus, Inc. ▲ (888) 284-8004  
www.OculusUSA.com

Circle No. 79

## THE WORLD'S SMALLEST, SMARTEST PERIMETER

Weighing less than 12 pounds, this remarkably accurate Goldmann standard perimeter performs screening and threshold exams using 30-2, 24-2 and 10-2 test patterns. Full threshold visual field testing takes less than 3 minutes with the NEW CLIP strategy. Statistical functions include grayscale, numeric, comparison, corrected and age-related deviation displays. Available in two models, with the integrated control console or PC/laptop model. EMR compatible.

Call today for more information and a FREE in-office demo!



Oculus, Inc. ▲ (888) 284-8004  
www.OculusUSA.com

Circle No. 80

## TRANSFORM YOUR EXISTING SLIT LAMP INTO A DIAGNOSTIC DOCUMENTATION SYSTEM!

This small, affordable, high quality camera and beam splitter can adapt to most mainstream slit lamps in the marketplace. With the ability to capture live video or still digital photos, there is no limitation to the OCULUS ImageCam system. Anterior and Posterior imaging capacity allows for an extremely high return on investment, maintaining high resolution photo documentation for managing many different pathologies. EMR compatible. Call today for more information and a FREE in-office demo!



Oculus, Inc. ▲ (888) 284-8004  
www.OculusUSA.com

Circle No. 81

## COMPACT AND PORTABLE

Just 8.5 inches tall and easily mountable on a standard slit lamp, the OCULUS Easygraph includes all the necessary tools for corneal refractive therapy, refractive surgery and contact lens fittings. A built-in Keratometer provides real K's and 22 rings produce up to 22,000 measured points. Keratoconus Detection, Contact Lens Fitting and the new OxiMap Software which shows the "breathability" of contact lenses are available. EMR compatible. Call today for more information and a FREE in-office demo!



Oculus, Inc. ▲ (888) 284-8004  
www.OculusUSA.com

Circle No. 82

## Digital Imaging Anywhere! New VantagePlus Digital Ophthalmoscope

Keeler leads the way again with the first digital binocular indirect system. Not old analog video but true digital imaging.

The intuitive and powerful software allows you to use your laptop or any usb interface to optimize the examination, provide still or dynamic images, which aid in the documentation and diagnosis of your patient.

Increase your practice profile by educating your patients and their family with digital dynamic imaging in your office.



Keeler

Keeler Instruments, Inc. ▲ (800) 523-5620  
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Circle No. 83

## Another Bright Idea From Keeler VantagePlus LED & Slimline

- Longest life – 10,000 hours, brightest, better detail.
- 25% brighter than standard bulbs.
- New Slimline battery, lightest and fits in your hand.
- Combined LED & Lithium Polymer battery can provide up to 6 hours of use on a single charge.



Be the envy of all your peers and ask for a **free, no obligation demonstration** of the New Vantage Plus LED and Slimline Wireless.



Keeler

Keeler Instruments, Inc. ▲ (800) 523-5620  
www.keelerusa.com

Circle No. 84

## Spectra Plus The Compact & Portable Choice

The new Keeler Spectra Plus has some big features. The first portable, lightweight, and convenient indirect from Keeler that uses exclusive LED illumination. Our NEW Sport Frame for adds comfort and balance in four attractive colors, Sky Blue, Red, Dark Blue, and Black.

- LED long lasting bright illumination and better detail.
- No more bulbs to replace.
- Keeler Sport Frame, perfect comfort and balance
- Lithium Powered, up to 4 hours of continuous use.



Keeler

Keeler Instruments, Inc. ▲ (800) 523-5620  
www.keelerusa.com

Circle No. 85

## Work Smarter...Not Harder Pulsair EasyEye Non-Contact Tonometer

Pulsair EasyEye Non Contact Tonometry is the smart choice for all your patients. With exclusive soft-puff technology, space saver design, and clinically proven results – Pulsair makes your work easier!

- Soft-Puff, easy on your patients
- Priced Right, easy on your wallet
- Space Saver, easy on your office space.
- \$500 Smart Trade-In, just plain smart.



Keeler

Keeler Instruments, Inc. ▲ (800) 523-5620  
www.keelerusa.com

Circle No. 86

## KAT – Keeler Applanation Tonometers Reliable and repeatable applanation Tonometry

Keeler – British manufacturing experience and quality delivering great value in two different models R & T type.

NEW



Keeler

Keeler Instruments, Inc. ▲ (800) 523-5620  
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Circle No. 87

## Keeler Cryomatic The Standard in Cryo-Surgery

The Keeler, CryoMatic is the first ophthalmic cryo-system with **cryosmart technology**. The console has a built-in monitoring system which self-adjusts the optimal operating parameters for any given probe. The CryoMatic offers the surgeon and his staff a system which performs time after time.

- Automatic Gas Adjustment, any probe will perform optimally.
- Fast Freeze and Defrost, for ease of use.
- No manual adjustments, easy set-up.
- Retinal End Freeze Probes.



Keeler

Keeler Instruments, Inc. ▲ (800) 523-5620  
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Circle No. 88

## THE ADVANCED RS-1000 DIGITAL PHOTO SLIT LAMP

Zoom optics and broad programmable imaging capabilities. Digital photography has never been easier. The advanced RS-1000 Digital Photo Slit Lamp's crystal clear optics and programmable flash provides the perfect flash intensity for all ophthalmic imaging.



**RIGHTmed**

Right Medical ▲ (888) 224-6012  
www.rightmedical.com

Circle No. 89

## THE NEW RETINOMAX 3 SERIES AUTOREFRACTORS—HAND-HELD FLEXIBILITY, TABLE TOP ACCURACY

The Retinomax family of Autorefractors are the new generation hand-held autorefractor with unsurpassed accuracy and ease-of-use, out-performing others and recognized as the gold standard in hand-held autorefraction. The number-one choice for pediatrics, home visits or between multiple offices.



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Right Medical ▲ (888) 224-6012  
www.rightmedical.com

Circle No. 90

## MODEL 2000-CH CRADLE TILT EXAMINATION CHAIR

Modern lines and durable construction makes the 2000-CH Examination Chair the perfect choice for today's modern practice. Featuring a weightless cradle tilting system with one-handed recline, release/control and adjustable headrest, and an easy access foot release for rotation. A Swiss made Power Lift System provides linear, smooth and virtually silent lifting—with a 500 lb capacity.



**RIGHTmed**

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www.rightmedical.com

Circle No. 91

## MODEL 1500-CH MANUAL TILT EXAMINATION CHAIR

The advanced design and durable construction makes the Model 1500-Ch Examination Chair the smart choice for any practice. Featuring a pneumatically assisted tilting mechanism with one-handed release/control, allowing simple patient positioning with up to a 40 degree recline. A Swiss made Power Lift System provides linear, smooth and virtually silent lifting—with a 500 lb capacity.



**RIGHTmed**

Right Medical ▲ (888) 224-6012  
www.rightmedical.com

Circle No. 92

## MODEL 1000 COMBO UNIT—CHAIR AND INSTRUMENT STAND

Feature Function and Value.

The RIGHTmed 1000 Combo Unit was specifically designed to meet the needs of customers who require a compact, yet fully functional instrument delivery system for their office. Featuring fully counterbalanced arms, and occupying a small footprint of 36" (91.5cm) wide with no compromise in quality or ease of use.



**RIGHTmed**

Right Medical ▲ (888) 224-6012  
www.rightmedical.com

Circle No. 93

## MODEL 1500-ST INSTRUMENT STAND

The RIGHTmed 1500-ST Instrument Stand is designed for functional and robust performance in the delivery of instruments to patients in the ophthalmic setting. Modern rounded design and all metal construction deliver durable performance with a softer, aesthetically pleasing appearance.



**RIGHTmed**

Right Medical ▲ (888) 224-6012  
www.rightmedical.com

Circle No. 94



## MODEL 2000 COMBO UNIT— CHAIR AND STAND

Incorporating our 2000-CH Tilt Examination Chair, the 2000 COMBO specifically meets the needs of practices who require a compact, yet fully functional instrument delivery system. This unit features a fully counterbalanced Refractor and Slit Lamp arms, while occupying a small footprint of 36" (91.5cm) wide...with no compromise in quality. An optional console is available for the addition of recharging wells.



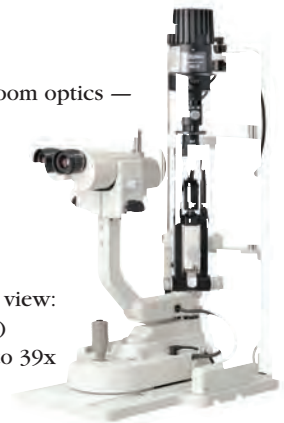
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Circle No. 95

## NEW-GENERATION ZOOM SLIT LAMP

- Sharp and clear high-resolution zoom optics — inherited technology
- Converging-type zoom microscope (12.5°)
- 5.5x wide zoom ratio
- Two eyepiece magnifications:  
12.5x eyepiece:  
Total mag. 5.9x to 32.5x (field of view: 38.3 mm, field number: 18.0 mm)  
15.0x eyepiece: Total mag. 7.1x to 39x (field of view: 38.3 mm, field number: 18.0 mm)



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www.rightmedical.com

Circle No. 96

## THE NEW SPEEDY-I AUTO REFRACTOR & SPEEDY K AUTO REFRACTOR/KERATOMETER

The most reliable series of autorefractometers in the industry, complete with Revolutionary New Accommodative Testing Feature. The Speedy boasts advanced engineering, rapid acquisition of data, and the medical retro illumination mode. Large, high quality monitor allows for easy alignment and focusing.



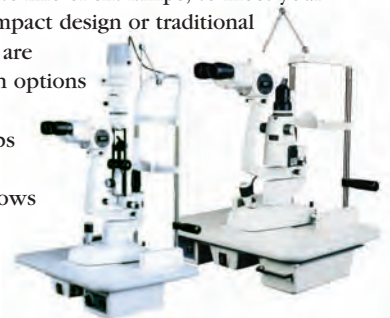
**RIGHTMED**

Right Medical ▲ (888) 224-6012  
www.rightmedical.com

Circle No. 97

## RIGHTMED SLIT LAMPS—ADVANCED OPTICS & PRECISION ENGINEERING

RIGHTmed offers a complete line of slit lamps, to meet your exacting requirements. Compact design or traditional tower illumination systems are available with magnification options up to 40x. These European made, digital-ready slit lamps are easy to position, their advanced optical design allows immediate fusion and their resolution is extraordinary.



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www.rightmedical.com

Circle No. 98

## MODI 02 CORNEAL TOPOGRAPHER

The MODI 02 Corneal Topographer provides sophisticated corneal information based on Placido Disk Technology. Its EyeTop software package provides advanced image processing for accurate, detailed, repeatable analysis of the anterior corneal surface. Contact Lens Fitting software allows custom design and simulation of fitting based on the corneal data.



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Circle No. 99

## RIGHT CHAIR GLIDE

The RIGHT Chair Glide was manufactured with safety in mind. Its durable construction allows your existing chair to slide back to accommodate wheelchair patients.



**RIGHTMED**

Right Medical ▲ (888) 224-6012  
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Circle No. 100

## MORE THAN JUST TOPOGRAPHY!

Why buy a regular Topographer, when for the same price, you can have an OCULUS Keratograph that also performs Keratometry, Pupillometry, Keratoconus Detection, Tear Film Scan and Dry Eye analysis, Contact Lens Fitting and External Photography? The OCULUS Keratograph is a Placido-based topographer that does more. EMR compatible.

Call today for more information and a FREE in-office demo!



Oculus, Inc. ▲ (888) 284-8004  
www.OculusUSA.com

Circle No. 101

## DIAGNOSE, MONITOR, DOCUMENT... YOUR DRY EYE SYNDROME TREATMENT PROGRESS

**DRY EYE TEST**  
The only fluorescein test strips specifically designed to accurately measure TBUT.

- Accurate
- Reproducible
- Simple to Use
- Convenient
- Inexpensive

Dry Eye Test... following dry eye syndrome scientifically while increasing practice revenue.

**FREE SAMPLES AVAILABLE:**  
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Circle No. 102



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www.amconlabs.com

## TOBRADEX® ST SUSPENSION

TOBRADEX® ST Suspension is a topical antibiotic and corticosteroid for steroid-responsive inflammatory ocular conditions where superficial bacterial ocular infection or a risk of bacterial ocular infection exists.

TOBRADEX® ST Suspension has the addition of xanthan gum which increases viscosity and allows for comparable levels of tissue concentration with half the amount of dexamethasone. It is supplied as a 5 mL suspension.



## SAVE MONEY ON FLUORESCEIN STRIPS WITHOUT SACRIFICING QUALITY

AMCON GLOSTRIPS

- High Quality Strips, Smooth, Lint-Free.
- Low Price
- USP Compliant
- Made in the USA by a leading manufacturer of diagnostic strips.
- Available in 0.6mg and 1.0mg fluorescein
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Circle No. 103

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## THE DIFFERENCE IS NIGHT AND DAY

The 3-D Wave® makes it easy for you to not only assess your patients' day vision, but their night vision as well. Many patients determine that a second pair of glasses is necessary for driving at night. Offering a night vision assessment to all of your patients will make a night and day difference in your practice.

The 3-D Wave is a combination:

- Auto Refractor
- Keratometer
- Corneal Topographer
- Pupillometer
- Wavefront Aberrometer



Marco ▲ (800) 874-5274  
www.marco.com

Circle No. 105

## VIVA Drops® THE FIRST CHOICE FOR THE TREATMENT OF DRY EYE SYNDROME

- Preservative Free
- Multi-Dose
- Contains Seven Antioxidants
- EFFECTIVE... DEMONSTRATED AND PUBLISHED\*

**VIVA DROPS® ARE ALWAYS IN STOCK.**  
Now available in Unidose.

(877)-793-5683

For more information:  
www.vivadrops.com

\*Refer to: A Comparison of Vitamin A and Cyclosporine A 0.05% Eye Drops for the Treatment of Dry Eye Syndrome; Kim E.C., Choi J.S. and Joo C.K.; American Journal of Ophthalmology; Vol. 147, No. 2; February, 2009.



Circle No. 106



Dakota Laboratories ▲ (877) 793-5683  
www.vivadrops.com

## AFC—TRY THE MOST AUTOMATED FUNDUS CAMERA AVAILABLE

- The only fundus camera with 3D alignment and tracking, AutoFocus and AutoShot
- Automatic separation for repeatable glaucoma analysis in stereo
- Allows both internal and external imaging at a resolution of 21.1 megapixels
- True 45° images (without cropping) for a more complete diagnostic screening



NIDEK ▲ (800) 223-9044  
www.usa.nidek.com

Circle No. 107

## MAGELLAN MAPPER—FIRST PLUG AND PLAY CORNEAL TOPOGRAPHER

- Small diameter, sharp-angle, 30-ring projector for enhanced ring quality on the cornea
- Dual-edge ring finder with 60 detectable rings
- 21,600 data points
- High-resolution camera (768 x 576 pixels)
- Single, multiple and 3D map displays
- Axial, tangential, refractive and height algorithms
- Absolute, standard, adjustable and normalized scales

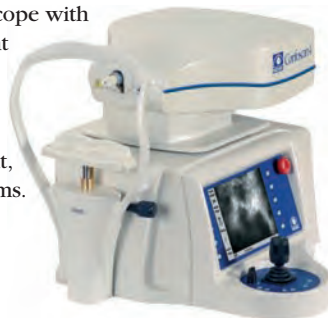


NIDEK ▲ (800) 223-9044  
www.usa.nidek.com

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## CS4—CORNEAL DIAGNOSTICS LIKE NO OTHER

- Corneal Microscope with 40X Probe—Gel-immersion exams as quick as just 15 seconds, real-time in-vivo histology, full cornea/endothelium/epithelium scans, and multiple internal fixation mires.
- Non-contact Endothelial Microscope with 20X Probe—Wider measurement area (up to 1000 cells/exam), 12mm working distance in air, automatic cell count and endothelial density measurement, and increased reimbursable exams.

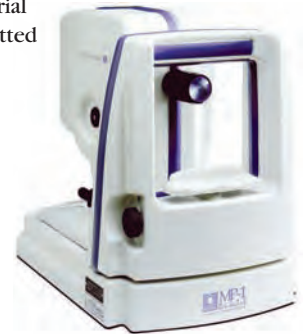


NIDEK ▲ (800) 223-9044  
www.usa.nidek.com

Circle No. 109

## MP-1—OPTIMAL REHABILITATION FOR AMD

- Includes a differential mapping function and provides exam replication for assessment of changes in retinal sensitivity
- Offers the ability to create perimetry patterns customized to the needs of your practice or clinical trial
- Perimetry and fixation data are plotted over a color fundus photo
- Biofeedback system with fixation therapy for low-vision patients



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www.usa.nidek.com

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## OPD SCAN II—DISCOVER THE DIFFERENCE

- OPD Map shows point-by-point eye aberration
- Single-step measurement of corneal topography and refractive error data for reduced alignment errors
- Selectable measurement data for improved reliability
- Fully automated alignment of the XYZ axis
- Wide measurement range (Sphere -20.0D to +22.0D and Cylinder 0.0D to ±12.0D)
- Networkable



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## YAG/GREEN COMBO LASER—MOST POPULAR COMBINATION SYSTEM

- The YC-1800 is designed to reduce laser lens reflections while maintaining laser-beam integrity.
- The GYC-1000 is a compact green laser and offers solid-state technology for extended life, 1.7 W of laser energy, and a user-friendly, detachable control panel.
- Easy connectivity between the YC-1800 and GYC-1000 for a wider range of treatment options.



NIDEK ▲ (800) 223-9044  
www.usa.nidek.com

Circle No. 112

## HUVITZ HRS-7000 FUTURA DIGITAL REFRACTION SYSTEM

Increase productivity and profitability by reducing exam time by 25-50% by utilizing the benefits of automation. Objective screening data is collected and downloaded into the HDR-7000 for quick verification of the final subjective refraction. Eliminate fatigue and repetitive stress injuries caused by old fashioned manual refractors.

System Includes:

- Futura Delivery System
- HDR-7000 Digital Refractor
- HRK-7000A Auto Ref/Keratometer
- HLM-7000 Auto Lensmeter
- CDC-4000 Auto Chart Projector



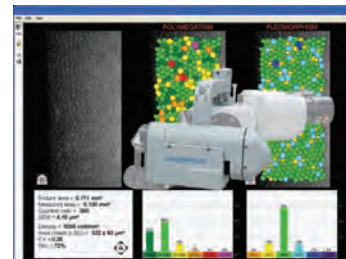
**Veatch Instruments ▲ (800) 447-7511**  
www.veatchinstruments.com

Circle No. 113

## RESEEVIT™ ENDOTHELIUM

View and capture high-quality contrasted images of the endothelium without contacting the cornea. The acquisition procedure is reliable and easy-to-use. The algorithm is employed to choose the best acquired frame for the highest possible quality image. The device attaches to the tonometer mounting plate of a ReSeeVit slit lamp.

The available Endo software provides the ability to evaluate the cells shape, size, density, average area and surface deviation indices of digitized images of the endothelium.



**Veatch Instruments ▲ (800) 447-7511**  
www.veatchinstruments.com

Circle No. 114

## HUVITZ HDC-7000 VISUAL ACUITY SYSTEM

The Huvitz HDC-7000 Visual Acuity System offers maximum versatility and adaptability. The 41 standard charts include binocular balance, aniseikonia, stereopsis and binocular fusion charts. The random display function makes it impossible for the patient to memorize the chart contents.



Features:

- Programmable buttons on the remote control
- Huvitz children's symbols
- Color blindness and educational images are standard
- Compatible with the CDR-3100 and the HDR-7000 Digital Refraction System
- Precise calibration for exam distances from 8' to 20'
- Install on LCD monitors ranging from 17" to 24" in size.

**Veatch Instruments ▲ (800) 447-7511**  
www.veatchinstruments.com

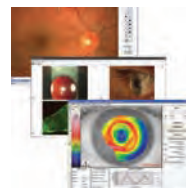
Circle No. 115

## RESEEVIT™ EVOLUTION "THE TOTAL DIGITAL IMAGING SOLUTION"

ReSeeVit™ has been the industry leading imaging software suite since 1992. What began as a single device to "store and forward" anterior segment images has grown into the most complete suite of digital imaging products available in the market. Modules include: Anterior Segment, Retina, Endothelium and WaveFront corneal topography.

Features

- Robust EMR Integration
- IHE (Integrating the Health Enterprise) certified
- DICOM Compliant with full IHE Workflow
- Linear Measurement Capabilities in millimeters
- Video and Still Image Capture
- Integrated Interpretation and Report imbedded into exam
- Cup to Disc Measurement



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www.veatchinstruments.com

Circle No. 116

## SIRIUS™ PLUS VISUAL ACUITY SYSTEM

Sirius Plus™ is the most complete forward thinking visual acuity system on the market. It has an easy to understand control panel making test selection simple. Standard features include a wide variety of optotypes, color vision testing, advanced contrast sensitivity testing and EyeMotion 3D animations. Sirius is available in a variety of configurations. Choose from a software only package to a complete system.

- Digital Refractor Connection
- Contrast Sensitivity
- Dual Monitor Technology
- Stereo Testing
- Customizable Video & Images



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www.veatchinstruments.com

Circle No. 117

## HUVITZ HS-5500 SLIT LAMP

The newest addition to the Huvitz line offers a Galilean style optical system with a magnification range from 6X to 40X. The infinitely variable illumination, omni joystick and digital camera control makes this a perfect choice for observation, measurement, diagnosis and documentation. The slit is adjustable from 0.3 mm to 14 mm making it the largest range in the industry.

Add the optional HIS-5000 imaging system for documentation.

The system includes:

- HIS-5000 Integrated Digital Camera
- HIS-5000 Imaging Software



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www.veatchinstruments.com

Circle No. 118

## NEW STEREOPSIS TESTS

NEW Features Include:

- Expanded Graded Circle Test from 400 Sec NOW DOWN TO 20 sec
- New Technology, which Eliminates Monocular Clues
- Answer Key Now Integrated on Test Booklet Cover
- Lea Symbols, the Most Internationally Recognized Symbols for Testing Children
- BOTH Adult & Pediatric Polarized Viewers Included
- Durable Booklet
- NEW Low Price.



**VAC**  
Vision  
Assessment  
Corporation

## THE MOST INNOVATIVE AND ACCURATE REFRACTOR "PSF" AND BETTER DESIGNED LENSES "ENCEPTION"

Vmax offers a Point Spread Function (PSF) refractor for achieving the best possible vision. It surpasses phoropters, provides 5 times more accurate **subjective** refraction, highest in reliability, EMR connectivity, and neutralizing **wavefront aberrations**.

**Enception™ Lenses** are free-form PALs, life style and frame optimized, cut to 0.05 diopters accuracy. Perfect for practice differentiation and increased profitability.



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Vmax Vision, Inc. ▲ (888) 413-7038  
www.VmaxVision.com

Circle No. 120

## NEW PASS Test



### (Preschool Assessment of Stereopsis with a Smile)

Depth perception test for *School Assessment* of stereopsis in children and non-readers (P/N 1012)

Includes

- 4 Cards (480, 240, Demo & Blank) with Carrying Case
- Pair of Pediatric Polarized Viewers
- Pair of Intermediate Polarized Viewers

Basic (P/N 1011) & Quantitative (P/N 1013) Kits Also Available

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Vision  
Assessment  
Corporation

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As adapted from the Vision In Preschoolers (VIP) Study, (sponsored by the National Eye Institute of the National Institutes of Health of the Department of Health and Human Services).



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## THE FIRST COMPLETE DRY-EYE PROGRAM



LUBRICATION,  
PROTECTION and  
OSMO-CORRECTION

Circle No. 122

Advanced Vision Research ▲ (800) 979-8327  
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## HAI SL-5000 DIGITAL VIDEO SLIT LAMP

\$15,000. SL-5000 is a full-featured slit lamp with 3CCD color video sequencing for real-time, high resolution image capture. Superb optics, up to 14mm slit, five levels of magnification from 6x to 40x. Comes with HAI IMS/CL Image Management System, single snapshot and 30fps video recording modes, built-in database, EMR compatible, network ready.



HAI Labs ▲ (781) 862-9884  
www.hailabs.com

Circle No. 123

## HAI CL-1000EVA ENDO VIEWING ATTACHMENT

\$14,000. CL-1000eva is a miniature non-contact specular microscope that attaches to slit lamps, providing clear views of patient corneal endothelium. Live video control, 200x magnification, automatic image capture and analysis (density, polymegathism, morphology, thickness) done in seconds. Ideal for pathologies, contact lens and DSAEK patients. Half the price of stand-alone specular models.



Circle No. 124

HAI Labs ▲ (781) 862-9884  
www.hailabs.com

## REICHERT 7 NON-CONTACT TONOMETER

Reichert's newest NCT, features an easy-to-use touch screen user interface, combine this with a fully automated alignment system, and you have the easiest to use, most accurate NCT available today. Measurement data is clearly displayed on the color LCD, and can be sent to the internal printer or office EMR system. Soft air puff technology ensures patient comfort.

MADE IN THE USA. 



Reichert Technologies ▲ (888) 849-8955  
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Circle No. 125

## PT100 NON-CONTACT TONOMETER

Reichert's 40 years of continual NCT product development, has produced the world's only truly portable handheld NCT. Measurements are taken automatically once the PT100 is correctly aligned, ensuring accurate and repeatable measurements every time. Cordless and lightweight, the PT100 has a long-life rechargeable battery, so it can be used on all patients, wherever you may be.

MADE IN THE USA. 



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www.reichert.com

Circle No. 126

## REICHERT APPLANATION TONOMETERS

Reichert offers a complete range of high quality, accurate contact tonometers. IOP measurement can be conducted as part of your routine slit lamp examination. Available in two models, Reichert contact tonometers will meet your office needs. The CT100 will fit on any tower style slit lamp while the CT210 will fit on any compact type slit lamp.

MADE IN THE USA. 



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Circle No. 127

## ILLUMINATED PHOROPTOR®

The first and always the best refracting instrument now has illuminated dials for easier and more efficient refraction in the darkened setting of the exam room. The Illuminated Phoropter features lighted sphere, cylinder power and cylinder axis scales. Cool running, energy efficient LEDs illuminate only what you see without affecting the darkened refracting environment. The patented design offers maintenance free illumination without the need to ever change a bulb.



MADE IN THE USA. 

Reichert Technologies ▲ (888) 849-8955  
www.reichert.com

Circle No. 128

## RK700 AUTO REFRACTOR/KERATOMETER

The RK700 features automatic alignment, measurement and right/left eye movement for easy and fast objective refraction and keratometry. Multiple refraction and keratometry measurements can be taken with the touch of a button. Measurement modes include R/K, REF, KRT, P.K., IOL and contact lenses. The Photo option captures an image of the anterior eye that can be stored in patient records. Data output can be printed automatically, or downloaded via RS-232C or USB port. The motorized chin rest and canthus marks facilitate the positioning of the patient for measurement. The large tilted LED Screen allows the examiner to operate the device comfortably while standing or in a seated position.



MADE IN THE USA. 

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Circle No. 129

## REICHERT PSL PORTABLE SLIT LAMP

Reichert Technologies offers a complete line of slit lamps to meet your needs and budget. The lightweight, battery operated PSL Portable Slit Lamp provides excellent optics and a long lasting, high luminance LED. The PSL offers 10x and 16x magnification eyepieces, cobalt blue filter, and red-free filter. Comes with a carrying case, two rechargeable batteries, battery charger, forehead support, and diopter adjustment bar.



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Circle No. 130

## CLEARCHART® 2 DIGITAL ACUITY SYSTEM

ClearChart® 2 is built on the dependable LINUX foundation of the original, highly successful Reichert ClearChart®. Free of fans, hard drives, and moving parts, ClearChart® 2 is the only purpose-built digital acuity solution available. This dependable system features 19-inch screen, Sine-wave grating contrast sensitivity testing, patient education slides, and a full compliment of optotypes and phoria testing features.

MADE IN THE USA. 



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## REICHERT OCULAR RESPONSE ANALYZER®

Ocular Response Analyzer® provides the world's only direct measurement of corneal biomechanical properties. Corneal Hysteresis is an indicator of the visco-elastic properties of the cornea and is useful in diagnosing corneal pathologies, refractive surgery pre-screening, and glaucoma diagnosis/management. The instrument also presents IOPcc, a measure of intraocular pressure that is less effected by corneal properties, such as resistance and thickness.

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Circle No. 132

## REICHERT REFLEX™ ULTRASOUND BIO-MICROSCOPE (UBM)

Reflex™ is the most compact UBM available with unparalleled ease of set up and use. Clinicians can now image pathologies that may be obstructed by opacities or ocular structures, which OCT technology cannot. The touch-screen operation and unique probe design allows operators to examine patients in any position, without the need for a traditional water bath.

MADE IN THE USA. 



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Circle No. 133

## NEW! REICHERT 7CR AUTO TONOMETER + CORNEAL RESPONSE TECHNOLOGY™

The increasingly recognized flaws in Goldmann Tonometry cannot be corrected by using corneal thickness based IOP adjustments because thickness does not explain the bending resistance of the cornea. The Reichert 7CR *takes corneal biomechanical properties* into consideration and provides Corneal Compensated IOP (IOPcc). IOPcc is more accurate, enhancing clinicians ability to make critical diagnosis and treatment decisions.

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www.reichert.com

Circle No. 134

## REICHERT TONO-PEN AVIA®

The Tono-Pen® is the industry standard handheld applanation tonometer, trusted by doctors and technicians worldwide for nearly 25 years. The Reichert Tono-Pen AVIA® requires no daily calibration, the new ergonomic design makes it ideal for left or right handed users, two large easy to read LCD screens display the average of 10 IOP measurements as well as a confidence indicator ensuring accurate, repeatable tonometry results.

MADE IN THE USA. 



Reichert Technologies ▲ (800) TONO-PEN  
www.tonopen.com

Circle No. 135

## REICHERT OCU-FILM® + TIP COVERS

FDA approved Reichert Ocu-Film + tip covers are the only Reichert approved covers for use with Tono-Pen AVIA® and Tono-Pen® XL applanation tonometers. Re-formulated in Reichert blue color to reassure the user that the tip cover is the genuine brand, Ocu-Film + tip covers are free of contaminants and offer superior performance and protection for your Tono-Pen. Ocu-Film + tip covers are 100% hand inspected by trained technicians and then sanitized. They are available in bulk bags or individually packaged in polyvinyl pouches. Protect your Tono-Pen investment and your patients by only using blue Reichert Ocu-Film + tip covers.

MADE IN THE USA. 



Reichert Technologies ▲ (888) 849-8955  
www.ocufilm.com

Circle No. 136

## NEW! REICHERT FORESEE PHP® PREFERENTIAL HYPERACUITY PERIMETER

Foresee PHP® is the only FDA-approved device for monitoring the conversion of Intermediate AMD (Dry) to Choroidal Neovascularization (Wet AMD). Based on the phenomenon of hyperacuity (Vernier), the Foresee PHP® is a non-invasive and easy-to-use perimeter that can detect early Wet AMD before symptoms become noticeable to patients, enabling clinicians to refer for treatment when it is most effective.



Reichert Technologies ▲ (888) 849-8955  
www.reichert.com

Circle No.137

## REICHERT XCEL 255 SLIT LAMP

Reichert Technologies offers a complete line of slit lamps to meet your needs and budget. The XCEL family of Slit Lamps offers high quality optics for image clarity and detail. The ergonomic design is engineered for easy and smooth maneuverability. The XCEL 255 offers 3X magnification and red, cobalt blue and heat absorbing filters at an affordable price. Applanation tonometers are available with all Reichert slit lamps as accessories.



Reichert Technologies ▲ (888) 849-8955  
www.reichert.com

Circle No. 138

## REICHERT XCEL SLIT LAMPS

Reichert Technologies offers a complete line of slit lamps to meet your needs and budget. The XCEL family of Slit Lamps offers high quality optics for image clarity and detail. The ergonomic design is engineered for easy and smooth maneuverability. XCEL 400 and 700 slit lamps offer 3 or 5 times magnification within the range of 6X, 10X, 16X, 25X and 40X, and four filter options including neutral density. Applanation tonometers are available with all Reichert slit lamps as accessories.



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Circle No. 139

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- **200Dx** - Diagnostic and wellness ultra-widefield, ultra-high definition color imaging (up to 200° or 82% of the retina)
- **AP300** - Automated Perimeters offering unmatched innovation, precision and speed in visual field analysis
- **SmartChart Elite™** - Powerful digital visual acuity testing in a wall mounted LCD panel with built in computer
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## CLARITY H<sub>2</sub>O MONTHLY LENS

- All-day comfort and dry eye relief
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- A comfort upgrade for SiHy lens wearers
- 3 base curve options for the optimum fit
- Better patient compliance and improved patient retention
- Greater patient affordability & enhanced practice profitability
- Available in eco-friendly 12 packs with >20% savings vs. 6 pack price



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## ELESTAT

ELESTAT® (epinastine HCl ophthalmic solution) 0.05% provides fast-acting, long-lasting relief of ocular itching and is soothing to the eyes. Epinastine prevents ocular allergy symptoms rapidly by blocking both the H1 and H2 receptors, stabilizing mast cells and stopping the cascade of pro-inflammatory mediators. Its fast, multi-action efficacy reduces symptoms within 3 minutes, and its sustained effect provides relief for 8-12 hours. ELESTAT® is also soothing upon instillation with a 7 pH, similar to natural tears.



ELESTAT® ophthalmic solution is indicated for the prevention of ocular itching associated with allergic conjunctivitis.

### Important Safety Information:

The most frequently reported ocular adverse events occurring in approximately 1% to 10% of patients were burning sensation in the eye, folliculosis, hyperemia, and pruritus. The most frequently reported nonocular adverse events were infection (cold symptoms and upper respiratory infections), seen in approximately 10% of patients, and headache, rhinitis, sinusitis, increased cough, and pharyngitis seen in approximately 1% to 3% of patients. Some of these events were similar to the underlying disease being studied. Patients should be advised not to wear a contact lens if their eye is red.

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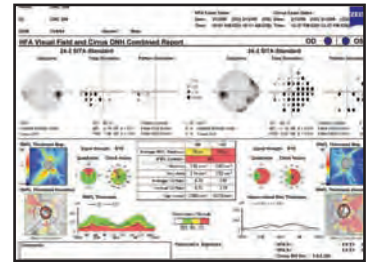


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