

A worldwide first:
INOVES!
Reading glasses
up to 20 diopters

Enlarge
See
of life's
Improve

Enlarge
clearly
little details
recognize

 **ESCHENBACH**
Innovation vor Augen

The eye is the most important sensory organ, our window to the world, and a necessity for an active lifestyle.

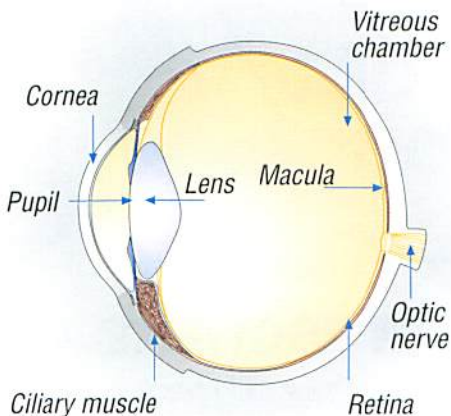
The eye works in much the same way that a camera does: light travels through the pupil (aperture) and the lens (camera lens) and falls on the retina (the film). The retina sends electrical signals via the optic nerve to the brain, where the actual image that we see is created. The exact center of the retina (macula) is the point where vision is the sharpest. The choroid, the peripheral area of the retina, enables spatial orientation. Finally, to bring an image into focus, whereas a camera uses a zoom, your ciliary muscles and lens perform the same function.

Why is it easier for me to read when the type is bigger?

The visual process functions optimally in a young eye, assuming there are no inherited visual defects. As people grow older, their eyes change: the ciliary muscle weakens, the lens becomes slightly cloudy, and the retina becomes somewhat porous. It is completely normal for vision to deteriorate with age. It becomes noticeable after about age 45.

People also require more light to see properly as they grow older. For example, a 60 year-old requires 15 times more light than a 10 year-old to perceive the same subjective brightness.

2



A

1x

A

2x

Levels of magnification

Change the way you see the world

Adequate light and the right print size make a major difference in how you see things. Eschenbach offers a variety of products to augment your vision while shopping, working at home, or driving. And what about those fun evenings and weekends at home? Our optical systems will make it all the more enjoyable to curl up with a good book or watch television.



"A 10 year-old's view"



"A 60 year-old's view"

A

3x

A

4x

Read this brochure for suggestions on keeping your eyes as sharp as ever—using high-quality products with just the right features for you.

Why can't newspapers use larger type?

Have you ever asked yourself this? There are many situations in our day-to-day lives where important information like prices and clothing sizes are too small or blurry. Bus, subway and train schedules are no better. Sometimes, you just can't make use of important information while you're at home or running errands because the print is simply too small to make out.

Put an end to problems "buried in the fine print" and take a look at the solutions Eschenbach has to offer!

- New: novels
- For home use
- For times when you're on the go
- Special glasses

You can find all of the products listed here at low vision practitioners near you.

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up to 5x

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mobilent



start
monofold
8x21



mobilux



mobilux far



Special products



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Galilean
Monocular
Telescope



Galilean Binocular
Telescope



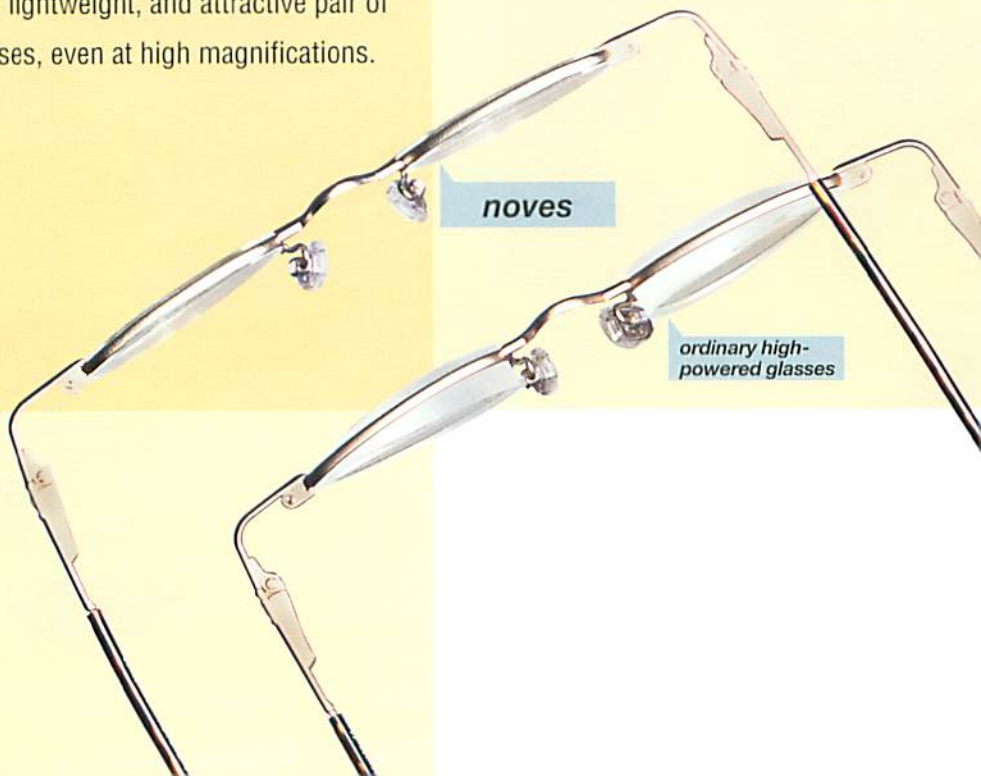
Video
magnifier



noves - Reading glasses up to 5x

If regular reading glasses aren't strong enough anymore, turn to **noves** high-magnification reading glasses.

With traditional reading glasses, the lenses get thicker and thicker as the magnification increases. Not with **noves**! New technologies mean that you can enjoy a thin, lightweight, and attractive pair of glasses, even at high magnifications.



noves

ordinary high-powered glasses



noves mono
12, 16, 20 diopters



noves bino
4, 5, 6 diopters



- **Lightweight** and attractive, these glasses are a pleasure to wear!
- The lenses are up to 40% lighter and thinner than traditional high-magnification reading glasses.
- **New technology:** "VISIBLE PROGRESS"
diffractive optics make thin lenses possible, even in the highest powers.

- Lenses are **cera-tec®** coated for scratch resistancy.
- Frames are durable, lightweight, high quality, and available in timeless, elegant styles.



Magnify your enjoyment at home

There are many everyday situations where it is advantageous to use your regular reading glasses in combination with a magnifier.

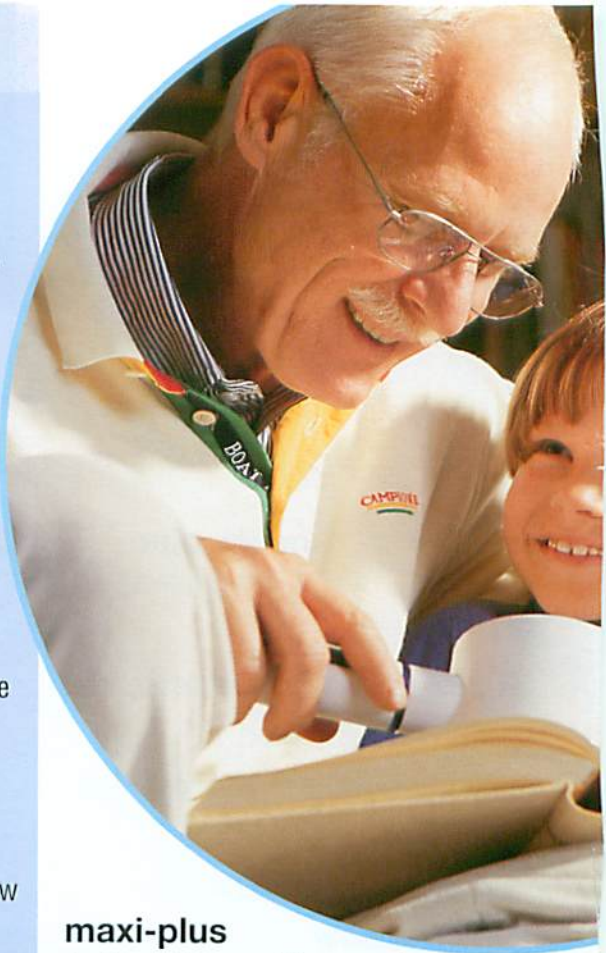
Just think about reading the newspaper—doesn't the print seem awfully small sometimes?

How would you like to spend the whole afternoon with a good book—without overtiring your eyes?

Try using a magnifier along with your reading glasses. You'll be surprised how much more relaxing reading can be.

A magnifier simplifies many other tasks as well: reading telephone books, looking at photos, and reading bank statements or recipes. It can even help you file or paint your fingernails!

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maxi-plus

Just hang the magnifier around your neck and enjoy your favorite activities! Ideal for knitting or other work where you need both hands free. 2x magnification.





viso-flex

Do you want to paint your fingernails? Sort your stamp collection? Do crafts? No problem. A multi-position magnifier with dozens of uses.

vario plus system

This system combines light and magnification into one convenient unit! Your text will jump off the page at you and allow you to read in complete comfort for hours.

vario-maxi

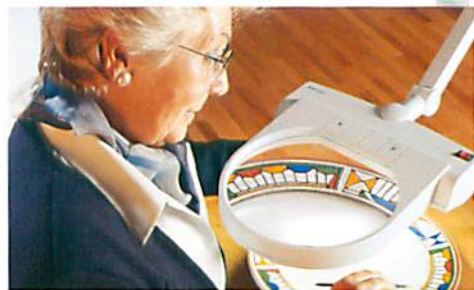
This lens is big enough to magnify a whole page at once! Your field of view isn't interrupted by the edges of the magnifier. 1.75x magnification.



aspheric II

These high quality hand held magnifiers are ideal for quick spotting tasks like looking at price tags or menus.

Available in 2.8x-6x magnification.





Magnify your enjoyment at home

videolupe

The magnifier that goes even further: An integrated camera displays the text at high magnification on your television screen. The **videolupe** is incredibly easy to use. Just turn on the TV, turn on the magnifier, and begin reading!

viso-lux

Magnification and light in one!

Do you like doing crossword puzzles? If so, then you know how difficult it can be to decipher the clues! It's not a problem with the right magnifier: **viso-lux** - your partner for crosswords. The brightest light available along with 2.8x or 3.8x magnification.





combi-plus

Hold the magnifier by the handle, or extend the metal legs and set it down for hands-free viewing. Available in 2.8x or 3.5x magnification.



vario SL

The magnifier that automatically lights up the line being read so you don't lose your place and can read faster. 3.9x magnification.



Magnify life on the go

Can you still read street names on maps of unfamiliar cities?

How about bicycle or hiking maps, public transportation timetables, maps, and store receipts?

See for yourself how simple it can be with mobilux – magnification with portability!



mobilux
Put the magnifier over it and switch the light on!

Finally, you won't have to ask anyone to read you the fine print when you're out and about. Available with incandescent or LED light in magnifications of 3x-12.5x.



Makro-plus

A dome-shaped magnifier. Light and easy-to-use this pocket-sized wonder brightens the viewing area without an additional light source.



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start Monofold 8 x 21

Compact and easy to take along anywhere! 8x magnification for viewing street signs, people and other distant objects.



designo

Almost as thin as a credit card. Our smallest, flattest magnifier. Ideal for tucking in a pants pocket.



mobilent

A big ally for solving those little problems. The highest-power folding pocket magnifiers made!

Available in magnifications from 4x-10x.



modular-prismatic

Would you like to see distant details better? These monoculars will bring faraway things closer to you. Incredibly sharp, 2-8x magnification!



for close up...

mobilux far

Two products in one!

Do you want to compare the street name on the map with the street sign at the intersection? Or read the departure time on your airline ticket and check the gate number on the display in the terminal? Now you can do both with just one product: **mobilux far**. It's a lighted pocket magnifier and long-distance monocular in one!



... and far away!



Special products

If newspapers, books, and timetables have become next to impossible to decipher, Eschenbach has the perfect solution to your problems.

Our telescopic vision aids turn the fine print into front-page headlines! Did you have to stop watching TV because your reading glasses weren't powerful enough? Would you like to catch up with all your favorite programs again? Ask your low vision specialist about our telescopic solutions! Prescription corrected version of our telescopic vision aids may also be available from your low vision specialist.



elg

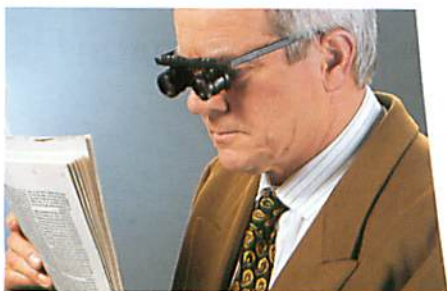
This electronic reading device is perfect for people needing a range of different magnification levels. When connected to your television, it can provide optional contrast enhancement. Magnification can range from 5x to 70x, depending on the size of the television screen and the distance of the viewer's eye from the screen.





labo-clip

Magnifying lenses you can clip right onto your regular glasses.



Eschenbach - a world-renowned brand with tradition

Quality, made in Germany for 90 years.
What separates a progressive company
from the rest?

A wide range of experience, expertise capable of handling any challenge, and a visible orientation to innovation that drives advancement. With 90 years of optical tradition to draw on, the company is now an industry leader. Consistent investment in research and development, combined with the desire to improve people's quality of life through better vision, have enhanced our success and confirmed our competence. Today, **Eschenbach Optik** is a world-renowned optical products specialist, but it is also a generalist producing a wide variety of vision solutions made with quality German craftsmanship - a forward-looking representative of Bavaria, the home of high-tech in Germany.

ESCHENBACH

eyewear



BOGNER

Brendel®



SCAPPA
eyewear

Vision Technology
Products

Consumer
Optics

Technical
Optics



Eyewear and Sunglasses

Brands:

Eschenbach Eyewear,
Bogner Eyes, Brendel,
Humphrey's and
Scappa

Vision Technology Products

Magnifying glasses,
reading glasses,
illuminated magnifiers,
special optical systems
and electronic vision
aids

Consumer Optics

Binoculars, telescopes,
orientation products
(e.g., compasses,
altimeters)

Technical Optics

Precision optics,
optical elements
and components
for customized
applications

Eschenbach products are available from select low vision practitioners.
For the name of one near you, send us an e-mail at info@eschenbach.com
or call our consumer hot-line at (800) 396-3886.

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