



# Show Specials: What's New

as of September 28, 2009



## New Product Launches

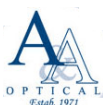
### Quicksilver & Roxy

**Brought to you by:**

A & A Optical

**Location:** Booth #20053

**Description:** Come by our booth to see the fashion forward, fun and sporty styles of Quicksilver and Roxy ophthalmic eyewear!



### Flat Pack

**Brought to you by:**

Bates Display & Packaging

**Location:** Booth #9067

**Description:** Come by our booth to view our new Simplicity Furniture Line!



### Free Form Eyewear RBT-Duo Collection

**Brought to you by:**

Acuity Optical USA, Inc.

**Location:** Booth #17047

**Description:** Featherlite, beta-titanium, rimless styles with duo-color temples. 6075 ways to personalize your customer's eyeglasses with our versatile chassis system and interchangeable temple sleeves. All European designs with Life Warranty on manufacturing defects.



### New Pressure Mount Series

**Brought to you by:**

Charmant Group

**Location:** Booth #18101

**Description:** Come by our booth to see the expansion of our pressure mount collection with a new design series. The new offering of four styles features a beta titanium front combined with nylon injected temples. Stylish floral and graphical designs add individuality.



### NEW Ambition Collection

**Brought to you by:**

Adidas Eyewear

**Location:** Booth #18105

**Description:** Stop by and see the revolutionary new Ambition collection. We will also be featuring our RX sun solutions for Golfers.



### Chemalux 600M

**Brought to you by:**

Chemalux AR

**Location:** Booth #LP5043

**Description:** - Chemalux 600M – Highly Automatic – HC, ARC and Mirror System. All in One.



### OPTI-FREE GP Multi-Purpose Solution

**Brought to you by:**

Alcon

**Location:** Booth #MS5082

**Description:** Come by our booth to view the new name and look of OPTI-FREE GP Multi-Purpose Solution for Rigid Gas Permeable Contact Lenses. Starter Kits and Professional Packs available through authorized lab distributors.



### NEW Zane Sunglass

**Brought to you by:**

Costa Del Mar

**Location:** Booth #18107

**Description:** Come by our booth to see the newest addition to the 2009 product line – Fathom, the new Zane features frame vents to alleviate lens fogging and no-slip Hydrolite nose pads, important features for serious anglers and outdoors enthusiasts.



### Axel S. handmade Collection

**Brought to you by:**

Axel S. Modebrillen Germany

**Location:** Booth #G21037

**Description:** Come by our booth to view our new, colorful hand painted collection, featuring colorful and exciting frames for all.



### Medformix

**Brought to you by:**

Crowell Systems

**Location:** Booth #MS6087

**Description:** Medformix is our totally new interface is fast to use and easy to learn. Many new enhancements have been added to provide you with the state-of-the-art enterprise solution.



### NEW Sunglass Line

**Brought to you by:**

BD iWear

**Location:** Booth #22053

**Description:** BD IWEAR launches an innovative, high quality sunglass line priced affordably for great sales during any economic conditions. Definitely one you'll want to check out!



### New and Colorful Fall 2009 Collection

**Brought to you by:**

ENNI MARCO

**Location:** Booth #15083

**Description:** New colorful Enni Marco Fall 2009 collection features tone on tone combination and captivating swirl effect acetate frames, as well as the stained leaded glass medley temple designs inspired by Art Nouveau.





## New Product Launches, continued

### The Milan Collection

**Brought to you by:**

Eye Designs

**Location:** Booth #12075

**Description:** Unveiling the Milan Collection with new Cubby Display Unit. The new Cubby Display Unit is a freestanding illuminated unit featuring eight cubes for showcasing eyewear, sunwear, and point of purchase materials.

### Purpose, Passion, & Style

**Brought to you by:**

Eyes of Faith Optical, LLC

**Location:** Booth #21035

**Description:** Come and watch how we launched our Eyes of Faith brand in Disney. Your patients want a brand that has Purpose, Passion, & Style.

*Eyes of Faith*

### LUMA

**Brought to you by:**

Eyemaginations

**Location:** Booth #MS6071

**Description:** Come experience LUMA, the next generation of Eyemaginations patient education and practice enhancement software for eye care professionals.



### Premier of Buxton Eyewear & New Sydney Love styles

**Brought to you by:**

Eye Q Eyewear

**Location:** Booth #17041

- **Description:** Premier of Buxton Eyewear
- **Description:** Several new styles of the Sydney Love line have been added for Vision Expo West. See how these fun and whimsical styles coordinate with the Sydney Love handbags & accessories.



### Go Green, or Cherry

**Brought to you by:**

Fashion Optical Displays

**Location:** Booth #11043

- **Description:** Legacy, our most popular traditional line of displays and furnishings, will be featured at Vision Expo in our new natural finish cherry hardwood.
- **Description:** Go Green! View our Renewable Bamboo Furnishings that are now available!

FASHION  
*Optical*  
DISPLAYS

### NEW Collections

**Brought to you by:**

Fusion Eyewear, Inc. by Alan Weisfeld

**Location:** Booth #G21005

- **Description:** Come by our booth to preview the new 2010 Jean Paul Gaultier sunglass collection!
- **Description:** Come see the launch of a new all zyl collection from Kilsgaard Eyewear made and designed in Denmark. This collection will compliment the already existing aluminum line that was launched earlier this year at VEE.



### BluePeak

**Brought to you by:**

Heidelberg Engineering

**Location:** Booth #MS8061

**Description:** Stop by our booth during Vision Expo West to learn more!



### Series of NEW PRODUCTS

**Brought to you by:**

HILCO

**Location:** Booth #LP7035



- **Description:** Our line of lens cleaner products now includes a new 60-count lens wipe dispenser to help promote proper lens care. Our outstanding formula effectively cleans AR coated and other lens types without streaking.
- **Description:** Our line of dispensing products now include a new progressive lens identifier. For quick and easy identification of lens reference points our lens identifier eliminates errors in the fitting progressive; provides a clear, lighted view of etchings in a compact footprint of less than 6 inches.
- **Description:** Introducing our new Lens Care Kits that will "Fall" directly to your bottom line! Featured in 6 warm micro-fiber cloths and 20ml Lens Cleaner bottles, the hues of green, orange and yellow are prominent in all four Fall Lens Cleaning kits! Each lens care kit contains a 20ml Lens Cleaner bottle with coordinating cloth in a convenient storage pouch.

### NEW Styles

**Brought to you by:**

Jee Vice

**Location:** Booth #G21006

**Description:** Jee Vice has introduced five new styles to their repertoire of sunglasses and will be showcasing their latest Rx styles.



### Duality Eyewear

**Brought to you by:**

Jon Paul Eyewear

**Location:** Booth #19041

**Description:** Come see the new "Duality Eyewear" line, a seamless integration of a memory metal optical frame and a pair of matching designer Fitovers.



### Kensie Eyewear

**Brought to you by:**

Kenmark Group

**Location:** Booth #14039

**Description:** The kensie girl defines pretty for herself – from all out girly to a raw and modern twist on femininity. Kensie's debut collection, launching late summer, includes 14 ophthalmic and four sun styles.



### ALL NEW Post-Op Eyewear

**Brought to you by:**

Live Eyewear

**Location:** Booth #12103

**Description:** Come by and check out the brand new Post-Op eyewear, LightGuard, available in OverRx and conventional wrap models. LightGuard offers superior scratch resistance, anti-fog and UV400 protection.





## New Product Launches, continued

### NEW Collections for Helium Paris and Float Milan

**Brought to you by:**

Match Eyewear

**Location:** Booth #10109

**Description:** Feel the heat with our new fall collections at their first release during the show!



### Spring Hinge Tool Kit & Table Top Screwdriver & Wrench Set

**Brought to you by:**

McCray Optical Supply, Inc

**Location:** Booth #12114

**Description:** Come by our booth to view the US launch of our new tool kits and receive an exclusive show price for all our featured items.

### He's here.... The Funky Chameleon

**Brought to you by:**

Mezmereyes

**Location:** Booth #21037

**Description:** To fit every woman's changing lifestyles.



### West Coast Product Debut

**Brought to you by:**

New York Eye/Hart Specialties

**Location:** Booth #14083

**Description:** West coast debut of Seventeen Eyewear Collection, as well as introduction of new styles in Joan Collins, Woolrich, Valerie Spencer, and Marc Hunter.



### New Testing Laboratory Capability Available

**Brought to you by:**

NSL Analytical Services, Inc.

**Location:** Booth # 22073

**Description:** NSL was recently named by The Vision Council as the Preferred Testing Laboratory for the association. With that, all Vision Council members receive special pricing on ophthalmic testing.



### OPTI-CHART

**Brought to you by:**

Optimetrics, Inc.

**Location:** Booth #MS4075

**Description:** Opti-Chart, the best LCD projector on the market, features Contrast Sensitivity Reports, Low Vision with Contrast, Children Videos & Animations, Data Storage on Flash Memory, Lifetime Upgrades, 5 year warranty. There is no product like this in the market today.



**Brought to you by:**

Pleasure Ground Eyewear

**Location:** Booth #19108

**Description:** Come by our booth to see the ALL NEW Pleasure Ground Eyewear collection.



### NEW Lens Blocker

**Brought to you by:**

Santinelli International

**Location:** Booth #LP4055

**Description:** Come see the unveiling of the Ice 900, one of the most advanced CAD lens blockers available. This highly intuitive unit features the Integrated Shape Imager (ISI), which photographs any demo lens, including those for rimless drill mounts, and identifies hole position. The ISI function is supported by a "Wizard Tutorial" directly on the screen of the unit, including computer generated renditions of its operation. The Ice 900's speed and unique features make it an ideal blocker for both the retail and wholesale lab environment alike.



### On-Block Manufacturing World's 1<sup>st</sup> Operator Free Surfacing Lab

**Brought to you by:**

Satisloh North America

**Location:** Booth #LP3053

**Description:** Using a revolutionary On-Block Manufacturing technology (OBMTM), Satisloh will produce 500-700 digital Rx lenses each day using an in-line 60 foot long automated lab. This extraordinary new manufacturing model, On-Block Manufacturing, includes blocking using a new alloy-free blocking technology followed by digital (free-form) generating, soft tool polishing, spin coating, and de-blocking seamlessly integrated in to one fully automated production environment.



### Two New Industrial Automated Edgers

**Brought to you by:**

Satisloh North America

**Location:** Booth #LP3053

**Description:** Capable of edging and drilling the most complex shapes at rates of up to 70 lenses per hour. By eliminating the need for operators the OBM system will allow labs to produce full feature lenses at costs comparable to off-shore labs.



### Anti-Fatigue Progressive Technology

**Brought to you by:**

Signet Armorlite, Inc

**Location:** Booth #11057

**Description:** Ease your trade show fatigue with a chair massage by a licensed massage therapist at our booth to celebrate the introduction of the patented Anti-Fatigue Progressive Technology.



### "Best New Product"

**Brought to you by:**

Teka Eyewear

**Location:** Booth #G22021

**Description:** Stop by our booth and see why we were voted the "Best New Product" during the 2009 Vision Choice Awards.



### Blue Tooth Sunglasses

**Brought to you by:**

Trispecs

**Location:** Booth #G22018

**Description:** Come view the latest advancement in eyewear - make hands free phone use and listening to music simple, easy, and stylish. All of the frames are Rx/prescription compatible.





## New Product Launches, continued

### Men's Goldfinch Eyewear Collection

**Brought to you by:**

Tura LP

**Location:** Booth #10083

**Description:** The Goldfinch Eyewear Collection was inspired by 1950s and 1960s styling; 12 ophthalmic designs will debut at Vision Expo West, ranging in price from \$49.95 to \$59.95.



### NEW Edger

**Brought to you by:**

US Ophthalmic

**Location:** Booth #LP1057

**Description:** Come by our booth for more details on the Huvitz XD, the new edger with built in drilling.



### Free Online Doctor Locator System

**Brought to you by:**

The Vision Council

**Location:** [thevisioncouncil.org](http://thevisioncouncil.org)

**Description:** The new doctor locator system connects website visitors to doctors in their area. It's free and easy to sign up; go to [www.thevisioncouncil.org](http://www.thevisioncouncil.org) for more information.



### New Fall Collection

**Brought to you by:**

Zimco Optics

**Location:** Booth #15019

**Description:** Come see the new Fall 2009 collection of Ebony Eyewear!

## 2009 Fall Trends

Find these latest trends debuting in the booth of your favorite exhibitors at Vision Expo West 2009.

**SLEEK:** Navigators take flight this fall as the season's pick for aviation-inspired eyewear. With a classic style, much like the aviator, navigators are square and sleek with a slim frame that can appear rimless. The aviator remains a hot item this fall in both traditional and updated styles, in particular, mirrored and dark-tinted lenses that add a Maverick flair.

**DRAMA:** Mystery is in the eyes this fall, as eyewear combines dark and classic styling for an elusive appeal. Frames in metal or deep, rich hues with gradient or dark lenses evoke intrigue while tortoise frames add modern interest to a classic look. Drama and luxury are intensified with subtle details like leather or metal accents on plastic or acetate frames.

**BOLD:** A futuristic tone rang out from the runway this fall as men's eyewear takes a glimpse into tomorrow. Frames are thicker and bolder than ever, with well-defined squares taking the spotlight as the newest must-have shape. Bold colors and strong brow lines add a mod vibe, while metal accents, wraparounds and shield styles with blacked out lenses reflect a look straight off the starship.

## 2009 Fall Trends, continued

**ICONIC:** Women's eyewear pays homage to the past this fall as retro and vintage inspired frames take center stage. Eighties' Wayfarers and shields are prevalent, providing a funky edge to this retro revitalization. Oversized round and square frames turn up in translucent, two-tones and light hues. Gradient and color-tinted lenses, as well as low-set temples, also add a modern twist to the coveted styles of the past.

**RETRO:** Everything old is new again, especially for men's fall eyewear. Bold, retro looks are so "right now" in thick round and angular shapes. Black, ivory and the ever-classic tortoise are color must-haves, with two-toned and mosaic style touches making an entrance as fun alternatives. Classic aviator and wayfarer shapes round out this clean look.

**TOUGH:** This fall eyewear takes its cue from heavy metal rockers with metallic and leather details. Embellished temples and contrasting browlines take futuristic angular shapes and shields up a notch. Rimless or semi-rimless frames and thick goggles are ultra modern, while mirrored lenses on metal frames exude a tough girl look.

## NEW Continuing Education Courses

### Obama's Health Care Plan: Making Sense of New Reforms

#### Course MS-200-0 – FREE Keynote

*Bill Applegate*

Featuring a video introduction from Senator Kit Bond, find out what the Obama White House has in store for the United States when health care reform is dissected by Bill Applegate, Senior Policy Advisor at Bryan Cave, LLP. Eye care professionals who attend will learn:

- Current status of the proposed plan
- Major points of interest to the Optical Community
- Impact the reform can have
- Preparations you can make

Bill Applegate holds more than 18 years of political and national health care public policy experience. Throughout his career, he has assisted health care associations and corporate clients to impact and shape the development of national health care public policy.

### Your Brand: More Than a Slick Logo

#### Course 12-805-V

*Daniel Abramson*

The purpose of this session is to help participants expand the universe of options available to them to build their practices and increase their levels of business.

### Achieving 20/20 Productivity: How Behavior Affects Performance

#### Course 10-305-S

*Joe Ratway*

The Achieving 20/20 Productivity workshop develops the interpersonal skills that lead to higher performance for both the individual and the organization. Participants will learn how to recognize these behavioral and communication preferences and adjust their own behaviors to create productive working relationships with individuals of all SOCIAL STYLE's. *Limited Seating.*



## NEW CE Courses, continued

### **Cracking the Social Networking Code To Generate New Business**

**Course 13-805-V**

*Daniel Abramson*

The purpose of this course is to show participants how to harness emerging social networking technologies like LinkedIn and Facebook to build business and solidify customer relationships.

### **Social Networking 101 — What the Tweet Is Facebook?**

**Course 34-701-V**

*Angela Pendergrass*

Learn the absolute basics of Facebook and Twitter, including what these applications are, how to create a profile and, most importantly, an easy-to-understand walk through of the different features.

### **Current Concepts in Ocular Surface Disease: The Dry Eye, Corneal Dystrophy and Lid Disease**

**Course 33-106-S**

*Jack Schaeffer, OD; Alan Kabat, OD, FAAO ; William Townsend, OD*

Ocular Surface Society of Optometry (OSSO) debuts this exclusive course. Join top educators for a comprehensive dry eye diagnosis and management seminar that covers all aspects of diagnosis and treatment strategies.

### **VISIONOMICS**

The new management series of courses at Vision Expo West provides: tips for surviving during these economic downturns; studies in understanding profitability; enhancement of service outcomes to patients and customers; review-based staff compensation; and a special, free management course featuring a well-known business consultant discussing our current financial predicaments. *Plus Free Keynote for Visionomics.*

### **Lunch with the Experts Roundtable**

Eyecare professionals can have lunch and casual conversation on various table topics with members of International Vision Expo's Conference Advisory Board. **Course 30-503-V**

## The Vision Expo West Website

Visit the Vision Expo West website to learn what's new at the show – from new Exhibit Hall décor to the new Suites location – there's so much going on in Las Vegas, you won't want to blink!

Go to [www.visionexpowest.com](http://www.visionexpowest.com) for more details.