

**NEW IN 2021:  
E-BLAST PRODUCT  
SHOWCASE!**

# OPHTHALMIC Product Guide

Special Advertising Section



**Dear Doctor,**

Review of Optometry is pleased to offer you this preview of many exciting new products now available in the marketplace. Here, you'll learn about innovative new medications, diagnostic instruments, corrective lens options, in-office laboratory equipment and many other products. There are two ways to obtain more information on a particular product:

1. Go to [www.reviewofoptometry.com](http://www.reviewofoptometry.com), click Additional Publications, Product Guide digital edition, and then follow the prompts.
2. Circle the corresponding number on the enclosed reader service card for each product of interest. Fill in your name and address, and return the postage-paid card to us. Educational materials will be sent directly to you by the individual companies.

\* Also, be sure to watch for Daily Product Showcase E-blast deployments, highlighting these listings later this month.

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## CRACK THE CODE: RELIEVE EYE DRYNESS

Artificial Tears for Today's  
Digital Device Users.

[refreshbrand.com/doc](http://refreshbrand.com/doc) |

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# OPHTHALMIC

## Product Guide

### iCare IC200

200 degrees of tonometry

- + Supine, elevated & seated operation
- + No corneal disruptions
- + Suitable for every patient
- + Single use probes to exceed infection control guidelines

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**icare**

### iCare DRsplus

Automated TrueColor retinal imaging

- + TrueColor confocal imaging
- + Ultra high resolution
- + Fast image acquisition
- + No dilation (2.5 mm pupil size)
- + Space saving

Circle No. 6



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**icare**

### iCare EIDON FA

Ultra high resolution retinal imaging

- + TrueColor
- + Autofluorescence imaging
- + Wide-field view & ultra high resolution
- + Fluorescein angiography video & imaging

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### iCare COMPASS

Fundus automated perimetry

- + Real-time retinal tracking
- + Imaging & Perimetry in one device
- + TrueColor confocal retinal imaging
- + No trial lens required
- + Significantly less variable than Standard Perimetry

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### PALMSCAN VF2000 PORTABLE VISION TESTING TECHNOLOGY

Circle No. 9

#### VF2000

High-quality, portable visual field testing device that can be used anywhere in the practice or off-site. Focus wheel eliminates the need for trial lenses!



#### G2

Seamlessly combines visual field analysis and comprehensive vision testing with upgraded internal optics and a high-definition, 4K display!



#### NEO

A battery of visual field and vision tests, including revolutionary eye tracking for the most accurate, repeatable results!



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MICRO MEDICAL DEVICES

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Eye Vitamin & Mineral Supplement

#### AREDS 2 BASED FORMULAS:

- ✓ Featuring FloraGLO<sup>®</sup> Lutein (same brand used in AREDS 2 study)
- ✓ Proprietary Blends of Over 35 Nutrients & Antioxidants
- ✓ Highest Potency of Lutein (20mg) & Zeaxanthin (4mg) on the Market

#### DRY EYE VITAMINS:

- ✓ Pure, Enteric-Coated Omega-3s in Re-Esterified Triglyceride Form (rTG)
- ✓ Proprietary Ingredients Added – Turmeric Root & Mucin Complex
- ✓ Highest Potency of Molecularly Distilled EPA & DHA on the Market

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EASY Drops



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## Product Guide

### EFC-2600 FUNDUS CAMERA

SCAN ME



The EFC-2600 totally revolutionized the retinal image industry. Fully automatic, the operator does not need to worry about finding the retinal image through the pupil, centering, focus or about anything else. With the simple press of the start button, the EFC-2600 makes retinal imaging as simple as a child's game.

- Fully Automatic
- Mosaic
- 45-100 Degrees Visual Field
- Non-mydiatric
- Posterior and Anterior Segment

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EZER

### ETN-1800 NON-CONTACT TONOMER

SCAN ME



With fully automated 3D eyetracking and soft air puff, patients can receive a quick IOP measurement while under total comfort. The ETN-1800 includes a user friendly touch screen for simple system operation of IOP measurement. With the device, IOP measurement can be quickly taken by touching the center of the pupil on the screen and pressing the "START" soft key. The measurement report is then printed out automatically.

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EZER

### NEITZ NTZ-BIO-IO-A LED BINOCULAR INDIRECT OPHTHALMOSCOPE

SCAN ME



The NTZ-BIO-IO-a LED is a high-quality binocular indirect ophthalmoscope from Neitz, an established expert in medical optics for ophthalmology. Using aberration-free Japanese engineered optics and advanced LED technology, the NTZ-BIO-IO-a LED provides a crystal clear stereoscopic view of the fundus with ease.

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NEITZ  
Made by Neitz for Your Medical Field



### VISIONARE REFRACTION UNITS

SCAN ME



The Visionare refraction unit collection is a European line, fusing quality, design and comfort all in one. It features a spacious, safe and flexible design including a comfortable examination chair. The Visionare refraction units boast many features relative to other refraction units, including its customizable design.

The Visionare Units provide a world class patient experience.

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VISIONARE



### EDR-9000 DIGITAL REFRACTOR

SCAN ME



The Ezer Digital Line - revolutionizing optical practices with intelligent digital design, powerful features, and an all-in-one diagnostic and examination package! The Ezer Digital Practice is nothing short of a revolution for optical care professionals. The Ezer digital line is the best choice for any optometrist or ophthalmologist who is looking to take their practice digital.

Ezer's enhanced line has been made affordable and accessible to you.

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EZER



### EMERALD FAMILY SLIT LAMPS

SCAN ME



Fully made in Japan, the complete redesign of our slit lamp family will take your practice to the next level. Our new slit lamps, equipped with a high definition optical system, provide sharpened clear images through its high-transparency glass material. The new line offers a broad selection of different models with the option of Halogen to LED.

- LED
- Halogen
- Video Imaging
- Zoom

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EZER



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## Product Guide

Circle No. 17

### Phoroptor® VRx

#### Digital Refraction System

A premium digital refraction experience at a safe distance.

Featuring the thinnest, most compact design, incredibly fast lens exchanges, motorized prisms, split cylinder lenses, and ultra-quiet operation, **Phoroptor® VRx** sets new standards in refraction. The ergonomic keypad features a multi-function control knob with unmatched feel and versatility, while the intuitive touch-screen interface has all the pre-programmed and programmable tests you'll need.

Phoroptor VRx provides a premium digital refraction experience at a safe distance, now from across the room or across the Internet. Phoroptor VRx is the only system that connects to all major brands of pretest devices and EMR platforms.

Designed and assembled in the USA



Circle No. 18

### ClearChart® 4

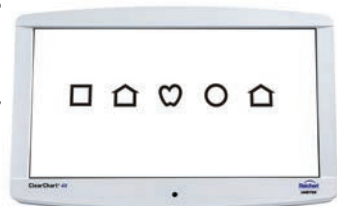
#### Digital Acuity Systems

Pixel-perfect and purpose-built.

The family of ClearChart® Digital Acuity Systems are elegant, all-in-one, simple-to-use, and uniquely designed to meet all of your acuity testing needs with a wide selection of optotypes and other special test charts.

The ClearChart family all feature a 24 inch, high resolution, LED backlit display that are lightweight, cool running and long-lasting. The **ClearChart® 4X** Enhanced Digital Acuity System, and the **ClearChart® 4P** Polarized Digital Acuity System are now available with **LEA SYMBOLS®** and **LEA NUMBERS®**. The intuitive user interface provides the best user experience of any digital acuity chart.

Designed and assembled in the USA



### Ocular Response Analyzer® G3

#### Corneal Hysteresis: Measure Beyond Pressure.

Provide a more confident glaucoma risk assessment and a more personalized treatment approach.

**Ocular Response Analyzer®** is the only device that measures Corneal Hysteresis, a superior predictor of glaucoma progression. Corneal Hysteresis has consistently shown to be a more powerful predictor of, and strongly associated with, glaucoma progression, more so than key risk factors such as IOP and CCT.

Designed and assembled in the USA



### Reichert® 7CR

#### Non-Contact Tonometer

A better pressure measurement with Corneal Response Technology®.

In 1972, Reichert® invented the non-contact tonometer (NCT), and continues to innovate tonometry with the clinically advanced and easy-to-use **Reichert® 7CR**.

Using patented Corneal Response Technology® which takes corneal biomechanics into account, Reichert 7CR provides Corneal Compensated IOP (IOPcc), a better pressure measurement.

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Circle No. 19

### Tono-Pen®

#### Handheld Tonometers

Reichert® Tono-Pen® has been the trusted choice of clinicians for over 30 years.

**Tono-Pen®** helps to provide essential care while keeping your patients and staff protected. Tono-Pen AVIA® applanation tonometer now with **Quick-Tap® Measurement Mode** is ready-to-use, calibration-free, and accurate – with more confidence in fewer measurements.

Tono-Pen is less sensitive to corneal centration, ensuring fast and accurate IOP measurements with minimal training.

Protect your Tono-Pen and patients with genuine, FDA cleared Reichert®

**Ocu-Film® + Tip Covers.**

Designed and assembled in the USA



Circle No. 20

### Ocu-Film® + Tip Covers

#### Tono-Pen® Tip Covers

Protect your Tono-Pen® Handheld Tonometer and your patients.

Genuine blue Reichert® **Ocu-Film® + Tip Covers** protect your Tono-Pen® Tonometers from dust and fluids, and help protect patients from the risk of cross contamination. Ocu-Film+ Tip Covers are single-use, sanitized, and easy-to-apply. Ocu-Film+ Tip Covers are FDA cleared and the only Reichert® approved tip covers for use with Tono-Pen Tonometers. Ocu-Film+ Tip Covers are available individually packaged in boxes of 150 or bulk packs of 600.



Circle No. 21

Circle No. 22

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## Product Guide

### BQ 900® LED Slit Lamp

Fully integrated imaging solution

Choose the BQ 900 LED for advanced microscopy. The BQ 900 is powered by a long-lasting LED diode that offers exceptional detail and depth of field. It is the ultimate slit lamp due to its flexible modular design. The IM 900 imaging module offers a fully integrated imaging solution with unique features and technology. Other optional accessories include Teaching Scope, Inclined Eyepieces, Yellow Filter, Stereo Variator, and Beam Splitter.

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USA

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haag-streit-usa.com

### BI 900® LED Slit Lamp

Simplified operation meets high reliability.

Equipped with an improved version of the BM 900 microscope, an enhanced illumination system and traditional high-precision mechanics, the BI 900 is the ideal successor to the BM 900. The BI 900 slit lamp combines simplicity and reliability in a modern system which offers integrated digital imaging as an option.

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USA

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### Reliance FX-920®

The standard for chair design

The FX-920 sets the standard for design while retaining 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 and comfortable for the patient. A full complement of controls is available on both sides of the chair, while the detached dual footswitch adds flexibility.

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USA

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### LENSTAR® Myopia

Your companion for myopia management

With the new Lenstar Myopia, from Haag-Streit, you can accurately measure axial length, and track the progression of myopia in young patients, based on growth curves provided by myopia experts. Lenstar Myopia consists of the Lenstar 900 optical biometer and the corresponding EyeSuite™ software, EyeSuite Myopia. The software also creates extraordinary graphics and a comprehensive myopia report that can help you educate parents on their child's condition. The work you do now can have a big impact later.

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USA

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### Octopus 600®

Early diagnosis and standard white-on-white perimetry in one device

The Octopus 600, with EyeSuite Progression Platform, extends Haag-Streit's product range of visual field analyzers, combining the Pulsar method for early glaucoma detection and standard White/White perimetry for long term follow-up in one compact and stand-alone device. Unique fixation control for blinking, pupil position, darting and forehead contact, yields more reliable results, and with our Tendency Oriented Perimetry (TOP strategy), thresholds are performed in 2 ½ minutes.

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USA

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### Octopus 900®

Versatility PLUS connectivity!

The Octopus 900, with EyeSuite Progression Platform, is the most versatile perimeter available. The Octopus 900 features more options for reliable testing, including: static White/White, Blue/Yellow, Red/White, Flicker, Low Vision and computer-assisted true Goldmann Kinetic, TOP Strategy for thresholds in 2-1/2 minutes and our unique fixation control. EyeSuite, the industry's most advanced software for progression analysis, includes the first perimetric analysis to combine structure and function with real-time interactive access to all perimetric data with easy networking and free viewing stations.



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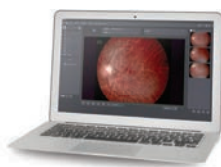
# OPHTHALMIC

## Product Guide

### MEDIWORKS FC-161 DRAGONFLY PORTABLE FUNDUS CAMERA

Why the Dragonfly is perfect for your practice.

- High Resolution
- Non-mydratic
- 9 Fixation Targets
- Smart Touch Operation
- Real-time Uploading

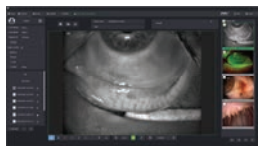


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### MEDIWORKS FIREFLY DIGITAL SLIT LAMP FROM EYEFFICIENT

- Color images and video
- Meibography
- Automatic Exposure
- Integrated Wratten Filter
- Online live demos available



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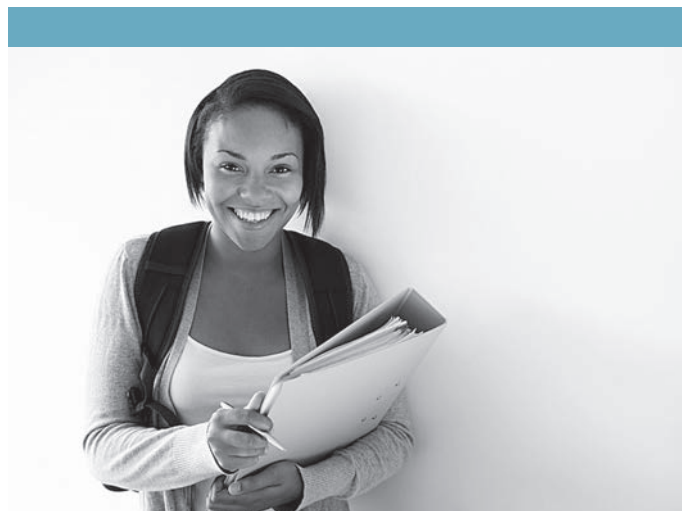
### MEDIWORKS SLIT LAMPS FROM EYEFFICIENT

- HD Optical System
- LED Illumination
- Built in Yellow Filter
- Imaging ready
- Two styles to choose from



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Scholarships are awarded to advance the education of students in both **Optometry** and **Ophthalmology**, and are chosen by their school based on qualities that embody Rick's commitment to the profession, including integrity, compassion, partnership and dedication to the greater good.

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### VISION-R 700™ REFRACTION SYSTEM

> Accelerate refraction without compromising on accuracy

- Innovative technology with the exclusive optical module
- Adjust the cylinder and axis simultaneously while compensating for the sphere
- Automated Smart programs and algorithms to guide the ECP
- Silent and smooth lens changes enhance the patient experience



CONSOLE



CHART SCREEN: CS POLA 600



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### WAM 800 WAVEFRONT ABERROMETER

> Fully-automatic for complete anterior chamber analysis and visual need assessment

- Fast, effective, and space-saving
- 7 detailed tests in 90 seconds; both eyes
- Glaucoma screening and monitoring, keratoconus detection, and cataract screening
- Performance evaluation with eye strain and near-vision assessment and vision simulation



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### AKR 750 AUTO KERATO-REFRACTOMETER

> Fast, accurate and fully automatic : an ideal solution for delegating patient measurement

- One-touch button measuring process for both eyes
- Ultra-precise measurement for even small diameter pupils
- Auto and manual measurement modes available
- Wide range of measures including peripheral keratometry with eccentricity
- Large 7.5" tilting screen for easy operation
- Automatic data transfer to APH 550



Unique "scanning window" with smooth and silent movement to create comfortable and stress-free exam atmosphere



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### OCT 500 ADVANCED ROBOTIC OCT

> Optical coherence tomography with integrated fundus imaging

- Superb OCT technology ready for delegation
- Fully-automatic operation with follow-up scan function
- True-color fundus photography
- Extended range of analysis function for the pupil and the macula
- Compact and space-saving design



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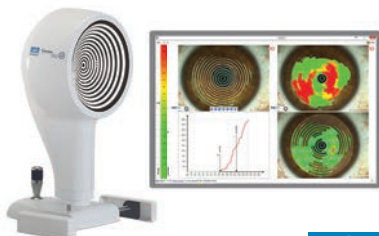


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### CORNEA 550 CORNEAL TOPOGRAPHER

> Specially designed for contact lens fitting and dry eye analysis

- High-resolution color camera
- Wide array of graphic representations
- Advanced qualitative and quantitative tear film assessment
- Dynamic and static capture pupillometry
- Independent screen to facilitate the sharing of results
- Newly-enhanced AnaEyes software to provide one graphical summary report



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### RETINA 800 FUNDUS CAMERA

> Streamline retinal screening in your practice

- Fully-automatic retinal image capture allowing for easy screening and detection of retinal pathologies
- Fast and space-saving design
- Excellent image quality at your fingertips: clear and true-color 2.5mm pupil size capability; 90-degree mosaic imaging made easy
- Delegation-ready tablet-driven user interface: intuitive and direct connection with DICOM server



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## Product Guide

### ALADDIN-M

BIOMETER + CORNEAL TOPOGRAPHER

The efficient, affordable and easy way to measure and monitor axial length.

- Axial length and refractive error trend reports
- Contact lens fitting software
- Corneal topography with aberration maps and white-to-white measurement



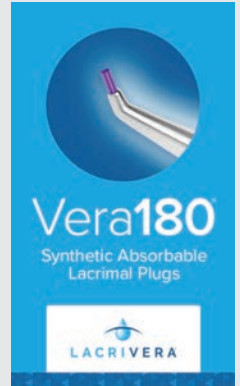
Contact (800) 223-1130  
[topconhealthcare.com/aladdin-m](http://topconhealthcare.com/aladdin-m)



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### LACRIVERA'S VERA180™ - OFFERS TEMPORARY OCCLUSION LASTING APPROXIMATELY 6 MONTHS!

Vera180™ synthetic absorbable lacrimal plugs provide extended temporary occlusion lasting approximately 6 months. The Vera180 plugs are made of poly-p-dioxanone (PDO) and are supplied sterile in single pair and ten pair boxes (20 plugs). Available sizes are 0.2mm, 0.3mm, 0.4mm and 0.5mm. For more information on Lacrivera's Dry Eye Line, visit [Lacrivera's Dry Eye Line](http://Lacrivera.com), visit [Lacrivera.com](http://Lacrivera.com). Lacrivera is a division of Stephen Instruments.



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LACRIVERA ▲ 855-857-0518  
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### CHRONOS

AUTOMATED BINOCULAR REFRACTION SYSTEM

It's time to make refractions faster.

- Combines autorefraction, keratometry and subjective refraction in a single device
- Takes up less than 4 ft. of space
- SightPilot® guided refraction software can be easily operated by a trained technician



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INTRODUCING

### PICTOR Prestige

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Image Anyone. Anywhere.

- Powerful **small pupil capability** allows imaging through pupils - 3 mm
- Get a **full day of imaging** on just one charge
- **Onboard Image Quality Analysis** ensures you never retake an image
- Lifetime access to the Prestige Studio offers functionality such as **filters, montaging, and report generation**
- Qualify for incentives like ADA IRS **Tax credit** and Section 179 Deduction
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### MAESTRO2

ROBOTIC OCT + FUNDUS CAMERA

Affordable and Easy-to-Use OCT

- Single touch automated capture
- 12x9mm 3D wide scan captures macula and optic disc and includes the *Hood Report for Glaucoma*
- Space saving design fits into any practice setting



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[topconhealthcare.com/OCT](http://topconhealthcare.com/OCT)



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Perimetry Redefined.

### Optopol PTS 2000

Top of the line Automated Projection Perimeter



The NEW Standard of Perimetry

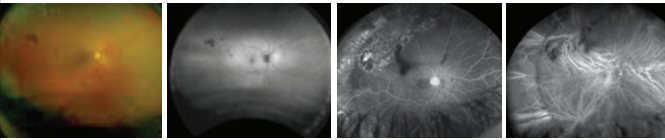
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# OPHTHALMIC

## Product Guide


**optomap®**  
Single-capture UWF Retinal Imaging...



optomap color    optomap mf    optomap fa    optomap ig

...from a safe distance

optomap® high resolution, ultra-widefield images help you see and document the retina with no face-to-face interaction.



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## MARKET LEADING INDIRECTS

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**Vantage Plus**

**All Ppuit II**

- Interchangeable LED or xenon illumination
- Lightweight Slimline lithium polymer battery
- Wide range of filters & apertures
- Exclusive to Vantage Plus:
  - Intelligent Optics
  - HiMag™ lens: additional 1.6x magnification allows for superb stereoscopic images

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Circle No. 46

From the experts

### Why add a compress to your patients' dry eye treatment?

Answered by Dr. Mile Brujic



**Bruder**  
Make It Simple

“The Bruder Compress is the centerpiece of an effective ocular wellness routine. It gets the meibum moving and keeps it moving so glands don't remain clogged.”

- Dr. Mile Brujic, O.D., FAAO, Premier Vision Group

The Bruder Moist Heat Eye Compress has been clinically proven to meet the target heat and duration needed to unclog meibomian glands without dangerous hot spots.<sup>1</sup>

- ✓ Naturally alleviates dry eye symptoms
- ✓ Hydrates and stabilizes the eye surface



**PROFESSIONAL MODEL**

- Premium Substant
- Materials not aging
- Washable & Reusable
- All-Seasonal
- Non-irritating

Request a complimentary Bruder mask today!  
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## THE BEST OF BOTH WORLDS

Circle No. 47

**AccuPen®:**

- Portable handheld tonometer
- Micro strain gauge provides precise IOP measurements with minimal calibration needed

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# OPHTHALMIC

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