Dear Doctor,

*Review of Optometry* is pleased to offer you this preview of many exciting new products now available in the ophthalmic 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:

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.

Thank you for your interest and support!

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**Keeler 40H Goes Digital**

The Q series 40H Digital and Digital Ready Slit Lamp comes with many additional features over and above the 40H K series Slit Lamps. As well as benefiting from the combined integrated camera and beam splitter (optional for the Digital Ready version), additional Slit Lamp features include a background illuminator, auxiliary diffuser, blue filter and camera and review control buttons mounted on the dashboard area. Add our Kapture Software Packages. Kapture Lite is a stand-alone system including still capture with live preview, patient data base, image processing, import and export, much more.

**Avenova with Neutrox (pure hypochlorous acid)**

Avenova with Neutrox (pure hypochlorous acid) removes microorganisms and debris from the lids and lashes. Avenova is an ideal addition to any daily lid and lash hygiene regimen, including usage by patients with blepharitis and dry eye. Avenova may also be used after make-up removal as well as pre- and post-contact lens wear. Visit www.avenova.com for more information.

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**BioD®Optix**

*BioD®Optix* is a dehydrated, extracellular membrane allograft derived from human amniotic tissue that is intended for use as a scaffold for ocular tissue repair and regeneration.

- **Convenient**
  - For use in the inpatient, outpatient, and clinic setting. No refrigeration required.
- **Performance**
  - Adheres without sutures or glue to sclera and conjunctiva when applied to stromal surface.
- **Available**
  - In multiple sizes to fill your needs.

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Requesting product information is now fast and easy! Go to www.reviewofoptometry.com, click Supplements, Product Guide digital edition and follow the prompts to request product information.
The new KR-800S Auto Kerato-Refractometer incorporates Topcon’s Rotary Prism technology for unparalleled accuracy and consistent measurements. It features several new tests, including visual acuity (VA) check for near and far distance, contrast sensitivity testing and glare testing, allowing you to confirm objective and subjective VA under glare conditions before cataract surgery. The compact and user-friendly design provides quick and accurate readings with minimal training required.

The CA-800 Corneal Analyzer from Topcon gives you all the tools you need to accurately evaluate the anterior corneal surface. It features a Placido based corneal topographer that analyzes over 100,000 data points as well as meibomian gland imaging, dynamic pupillometry, contact lens fitting and fluorescein video imaging. And, all this in an easy-to-use platform with an innovative 10.1” touch screen display.

The 5-in-1 KR-1W Wavefront Analyzer from Topcon combines wavefront aberration, corneal topography, auto-refraction, keratometry, and pupillometry all in one unit! The system is extremely easy to operate, featuring auto alignment and measurement, a large color touch screen, and invisible light measurement for added patient comfort. The onboard evaluation software with multiple map displays provides valuable pre- and post-op data for cataract and refractive procedures. The system is fully networkable in various configurations.

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The CV-5000S Automated Vision Tester sets new quality standards. The fast lens rotation provides comfort for both user and patient while the compact and contemporary design enhances the doctor’s professional image. The CV-5000S provides a complete 21-point refraction and features the KB-50S One Dial Controller with a 10.4” color touch-screen display. Complete connectivity allows data to be sent automatically to every CV system throughout the office and populated automatically into the EMR, making paperless refraction a reality.

The new SL-D701 Slit Lamp from Topcon features a bright and homogenous LED illumination source for enhanced observation of the eye structures. With its optional DC-4 Digital Photo Attachment, the SL-D701 can obtain clear and sharp still images of the eye as well as vivid color videos with remarkable resolution and detail. Basic EZ Capture software is provided with the DC-4 attachment. To further enhance the imaging results, the SL-D701 also features an optional BG-5 LED Background Illuminator that provides homogeneous adjustable illumination to the photographed areas of the anterior segment of the eye and allows for Meibomian gland observation and documentation.

The Aladdin is a multi-functional instrument that combines a series of measurements to assist eye surgeons in the calculation of IOL power. The Aladdin combines Axial Length, Corneal Topography, Pupillometry, Corneal Diameter and Anterior Chamber Depth in one single instrument, assisting the Eye Surgeon not only in conventional IOL power calculation but also in his or her choice of the right premium IOL for each individual eye. The built-in full Placido topography system offers all the additional diagnostic capabilities of any stand-alone topographer.
**TELLER ACUITY CARDS® II**

Features Include:
- Clinically validated
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The Topcon PASCAL® Pattern Scanning Laser Systems are renowned for their precision, ease of use and enhanced patient comfort. The PASCAL® method of photocoagulation allows physicians to control the precision, safety and efficiency of the laser procedure, while optimizing patient comfort and convenience. Topcon offers the PASCAL® Synthesis™ Series, Topcon's premiere dual-port pattern scanning retinal laser, available in both 532nm and 577nm wavelengths. The optional Endpoint Management™ software with Landmark Patterns™ allows for less-damaging sub-threshold treatment of a variety of retinal disorders.

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- No training necessary
- Lightweight
- L.E.D lighting system
- Visual acuity testing, color and depth perception
- Monocular and binocular at near, distant, and intermediate

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**TOPCON SP-1P SPECULAR MICROSCOPE**

Topcon's fully automatic SP-1P Specular Microscope is designed to photograph and analyze the corneal endothelium. The SP-1P, with its “Panorama” function, can capture an area 2.6 times larger than the conventional capture field. Its compact footprint and rotatable control panel save time and space. The incorporated firmware provides cell density, corneal thickness, percentage of hexagonality and more. Topcon's compact approach makes the SP-1P the next generation in Specular Microscopy.

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topconmedical.com/products/sp1p.htm
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The next generation in macular pigment measurement just got even better! The new QuantifEye MPS II offers the same accurate and reliable technology that you have come to know and trust, but now in a tablet design for a smaller footprint! The QuantifEye MPS II features scientifically-validated software, plus these additional benefits:

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HUlvITZ AUTO LENSMETER WITH BLUE LIGHT HAZARD MEASUREMENT FUNCTION | HLM 9000

One of a kind, the Huvitz Auto Lensmeter HLM-9000 measures the harmful effects of LED screens by utilizing the Blue Light Hazard Measurement function, creating a proficient practice. Features include:

- Full compatibility with all EMR Systems
- Wavefront Analysis Technology of Hartmann Sensor
- Wireless Communication
- Improved Accuracy with Green Light Beam
- UV Measurement
- Wide Tilting Angle
- Intuitive Prism Direction
- Simple GUI

Coburn Technologies ▲ (800) 262-8761
www.CoburnTechnologies.com

HUlvITZ AUTO REF/KERATOMETER WITH MEIBOMIAN GLAND & TFBUT FUNCTIONS | HRK-9000A

The exceptional HRK-9000 offers the first Contact Lens Fitting Guide with color camera, Meibomian Gland Analysis and Tear Film Break Up Time (TFBUT) measurement functions. Features include:

- Contrast Sensitivity & Glare Test
- Wavefront Technology
- Wireless Communication
- Anterior Segment Pictures & export to PC
- Peripheral Keratometry Measurement
- IOL Mode
- Iris & Pupil Diameter Measurement
- Efficient Contact Lens Prescription
- Micro Lens Array

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HUlvITZ DIGITAL REFRACTOR | HDR-9000

Equipped with a 21 Point Exam Package, the HDR-9000 makes it easier to read results for both the examiner and patient. Features include:

- Wi-Fi Wireless communication
- Tiltable body: 0°-45°
- LCD Chart Compatibility (Linear & circular polarization)
- Dual & Jackson cross cylinder lens for highly accurate astigmatism axis & visual acuity exams
- Monocular height adjustment: +/- 3mm
- Tablet PC Control (optional)

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HAI SL-5000e Elevate Slit Lamp

Introducing the HAI SL-5000e Elevate, the world’s first slit lamp specifically designed and engineered from the ground up to meet the challenge of examining plus-sized patients and patients with limited mobility.

Features:
- American quality design and engineering
- Premium German-made optics
- Superior image clarity through precision alignment
- Five levels of magnification from 6-40x
- Reduced strain and improved comfort

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HAI SL-5000 Series Slit Lamps

Affordable and versatile, HAI slit lamps are precision-aligned for remarkable image quality, featuring imported German optics for increased clarity and depth of focus. Standard and Plus models are available with live-streaming digital video camera.

SL-50000 Basic:
- 10x-30x 2-step mag
- 0.9mm 6 aperture
- Available for $1,990

SL-5000 Standard:
- 6x-40x 5-step mag
- 0.9mm 6 aperture
- Available for $2,980

SL-50000p Plus:
- 6x-40x 5-step mag
- 0.2-1mm 6 aperture
- Available for $4,995

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HAI CL-1000eva Endothelium Viewing Attachment

The HAI CL-1000eva converts many compatible slit lamp into a specular microscope, providing a high-magnification view of endothelial cells with software that performs automatic image capture, frame selection, enhancement and analysis.

Features:
- Live image of endothelium
- Auto select and enhance images
- Analyze cell density, area & morphology

Available for $13,500

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HAI CL-1000nc Non-Contact Specular Microscope

The CL-1000nc is quick and easy to use, capturing endothelial cell images automatically without needing to click any buttons during target acquisition. The software provides quick reference data for cell density, coefficient of variation and hexagonal percentage within seconds. Its non-contact design makes the procedure comfortable for patients and efficient for busy practices.

Rent from $385/month!

Available for $19,995

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HAI Exam Lane Packages

Brought to you by the experienced team behind HAI Labs, HAI Ophthalmic is your new one-stop shop to buy, rent or lease premium exam lane and diagnostic equipment from brands you know and trust, without the hefty price tags.

- 54OPTIC exam chairs and stands
- HAI slit lamps and LED vision charts
- Tomey autorefractors, keratometers, lensometers, pachymeters, ultrasounds
- ...and more! Contact us for details.

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CM 900®
The perfect image every time
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.

Reliance FX 920®
The new standard for chair design
The FX 920 sets a new 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.

Reliance Xoma® Exam Room System
All-in-One: Fully-Functional, Ergonomic, Adjustable, Ultra Efficient
XOMA is a NEW unique & beautifully designed all-in-one patient positioning & instrument delivery system. It’s exciting design displays stunning lines while maximizing efficiency through extraordinary functionality. XOMA: the future of exam room equipment from Reliance.

TONOSAFE® Tonometry Prisms
Speed up exams. Cut infection risk.
Tonosafe disposable prisms eliminate the risk of cross-infection. They easily snap over the tips of the Goldmann applanation tonometers, or Perkins tonometers. The prisms are developed for single patient use and only take a moment to position. Calibrated to Goldmann standards, the Tonosafe is the same mass as the Goldmann prism so no conversion of results is necessary.

Reliance 7900®
Tough, flexible performance
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 Instrument Stand 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.

LENSTAR® APS Optical Biometer
Advanced biometry– better outcomes
The new LENSTAR LS 900 with Automated Positioning is all you need for faster, more efficient biometry. Its easier mechanical tracking minimizes user delay and error, delivering more reliable results and a more comfortable patient experience. The dual zone keratometry with 32 measurement points provide precise K values, essential for planning toric lens implantation. With its integrated Olsen and Barrett formulas, two of the latest generation multivariable IOL calculation methods, the LENSTAR provides the user with the best possible IOL prediction.
BQ 900® LED Slit Lamp
Fully integrated imaging solution
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 variation for the retinal specialist. The convergent view of the BQ 900 LED offers a large binocular field with high resolution and depth of focus.

BM 900® Slit Lamp
The class slit lamp microscope—enduring performance
The Haag-Streit BM 900 has been the standard in modern slit lamp microscopy for almost 50 years—and still is! Over 100,000 professionals all over the world who own a BM 900 agree that it was the best investment they ever made for their practice. The BM 900 offers convergent optics for brilliant views as well as two “workhorse” magnifications of 10x and 16x. The short observer to patient distance and excellent optics guarantees fatigue free daily use. It has the brightest illumination available on a slit lamp and supplies LED-Power for more details.

Octopus 300®
Early diagnosis and standard white-on-white perimetry in one device
The Octopus 300 with EyeSuite Progression Platform provides a networkable and EMR ready solution (Pro model with EyeSuite) for all your perimetry needs. The Octopus 300 is capable of performing a 2 ½ minute full-threshold test with Haag-Streit’s Tendency Oriented Perimetry strategy. And with unique eye tracking and fixation control, worries about reliability due to fixation losses are over. All perimetric data can be accessed remotely from unlimited viewing stations with choice of regression base line change along with real time interactive access to patient results.

BD 900® Slit Lamp
Ideal for fitting contacts
The BD 900 is optimized for the optometrists and ophthalmologists specializing in the anterior segment. It is also ideal for fitting contact lenses and for doctors in emergency room, who are not ophthalmologists. Optional video fits through a built-in port. Standard magnification adjusts from 10 to 16x times via a lever placed just beneath the microscope.

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 controls for blinking, pupil position, darting and forehead control contact yields higher reliable results and, with our Tendency Oriented Perimetry strategy, thresholds are performed in 2 ½ minutes.

Octopus 900®
Versatility PLUS connectivity!
The Octopus 900 with EyeSuite Progression Platform is the most versatile perimeter available. The Octopus 900 features static White/White, Blue/Yellow, Red/White, Flicker, Low Vision testing and computer-assisted true Goldmann Kinetic. The Octopus 900 also includes EyeSuite—the industry’s most advanced software for progression analysis - including the first perimetric analysis to combine structure and function with real-time interactive access to all perimetric data.

Octopus 300®
Early diagnosis and standard white-on-white perimetry in one device
The Octopus 300 with EyeSuite Progression Platform provides a networkable and EMR ready solution (Pro model with EyeSuite) for all your perimetry needs. The Octopus 300 is capable of performing a 2 ½ minute full-threshold test with Haag-Streit’s Tendency Oriented Perimetry strategy. And with unique eye tracking and fixation control, worries about reliability due to fixation losses are over. All perimetric data can be accessed remotely from unlimited viewing stations with choice of regression base line change along with real time interactive access to patient results.

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Product Guide

VX 120 FULLY AUTOMATED, WAVEFRONT BASED COMPLETE DIAGNOSTIC SCREENING DEVICE
The first all-in-one complete diagnostic screening device offering Auto Refraction, Keratometry, Topography, Aberrometry, Non-Contact Tonometry, Pachymetry and Pupillometry.
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- Anterior Segment Analysis
- Corneal Thickness Measurement
- Iridocorneal Angle
- Customized Screening Options for Cataract, Glaucoma or Corneal Diseases
- Analysis of Pre and Post Surgical Follow up
- Visual Acuity Analysis

VX 55 – DIGITALIZED MANUAL PHOROPTER
A new type of digital phoropter that features the simplicity and comfort of a manual refractor. Enjoy effortless efficiency without changing the way you work.
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- Built in LED lighting offers safe illumination at the touch of a button
- Guided interactive tutorial screen
- The VX 55 is able to communicate with other devices and input measurement data into HERO
- Give your patients the "wow" factor with new technology

VX 40 FULLY AUTOMATIC LENS ANALYZER
VX 40 is the only lensmeter in the market that combines automatism with a high precision in measurement. The unique lens holder system allows a fast insertion of the frame or lens with only one hand! After pushing the measurement button, the whole process works on its own. The VX 40 allows you to spend more time with your patients and less time with analysis.
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- Automatic Lens Type Detection
- Progressive and Free Form Analysis
- Precise, Accurate Results
- Integrated Printer

Spectra Iris
The little indirect now has even bigger benefits.
- Adjustable aperture for all pupil sizes
- Portable and convenient
- LED long lasting white illumination
- Lightweight and comfortable
- Stylish, comfortable, attractive frame

Keeler Slit Lamp
Technology In Your Hands
PSL Classic
- Keeler Optics
- 10x & 15x Mag.
- Docking Station & Direct In-line Charging
All of the other great features, including iPhone 4 Technology. Controllable illumination from maximum to zero lumens, charge and use the battery simultaneously (always have power); and the most apertures/ filters along with 1.2mm square patch for assessing a/c flare.

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**MARCO TRS-5100 TOTAL REFRACTION SYSTEM**

The TRS-5100 is controlled with a programmable remote keypad and delivers refractions in a fraction of the time it takes with traditional methods. The time saved provides more time for patient consults and optical. It allows the patient to simultaneously view their old and new Rx selections including day and night vision differences. The TRS-5100 also makes your life physically easier and more efficient – while giving patients faster, more accurate, and positive exam experiences. This refraction process increases staff efficiency, maximizes patient flow, and increases overall practice revenue and referrals. The TRS is equipped with “Marco Connect” SM software and is EHR/EMR compatible.

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**THE EPIC AUTOMATED REFRACTION SYSTEM**

The EPIC is our most innovative space- and time-saving combined workstation to streamline operations, grow your business and increase patient satisfaction. Marco has successfully installed thousands of automated refraction systems. Each receives the Marco certified implementation process that guarantees the efficiency and productivity to make your practice more successful. The EPIC delivers:

- Color, touch & tilt-screen for near testing
- Facilitated testing and target fixation
- One-touch toggle for “Quick Refract” sequence
- Intelligent cross cylinder
- Three contrast and glare-testing modes
- 4’ x 5’ footprint
- EMR integration

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**ION IMAGING™ ANTERIOR SEGMENT SLIT LAMP IMAGING SYSTEM**

Marco has redefined slit lamp imaging by combining a new intra-ops beam-splitter/camera adapter with the tremendous computing and imaging power of the latest Apple Technology. Together they create a highly sophisticated “mainstream” imaging system that emphasizes image quality, simplicity and efficiency. Ion combines all of the bulky components (digital camera, adapter, computer, monitor, multiple cables, keyboard, mouse, etc.) of the traditional photo slit lamp, into one sleek, attractive all-in-one device, all at your fingertips, never having to leave the slit lamp. The “on-board” display utilizing our HIPPA compliant App allowing the user to export images to the Cloud or LAN for EMR integration. A system that you will want in every exam room, not missing the opportunity to capture, integrate and educate every diagnosis.

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**OPD-SCAN III**

Beyond the ability to gather an autorefraction, keratometry, pupillometry, corneal topography and wavefront aberrometry in ~10 seconds per eye, the OPD-Scan III adds over 20 diagnostic features never before combined in one workstation.

- Angle Kappa for multi-focal implants
- Retro illumination image displays cataracts, post-op toric IOL alignment, haptics, etc…
- SA of Cornea for Aspheric IOL selection
- Average Pupil Power for post LASIK calculations (APP on ASCRS IOL calculator)

Choosing the right IOL for your patients based on superior understanding of their visual system leads to better outcomes.

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**MARCO ARK-1S AUTOREFRACTOR/KERATOMETER**

INTRODUCING an Autorefractor / Autokeratometer with Glare Testing! The Marco ARK-1s combines an autorefractor/autokeratometer with glare testing! You can now measure and document vision loss due to glare and also test for low contrast, accommodation, and retro-illumination. The new faster and more automated ARK-1s has enhanced features including advanced SLD technology making measurement of patients with dense cataracts possible, incorporating (for the first time) a multiple pupil, zonal ring image method. The ARK-1s has fully automatic alignment, tracking, and focusing ability and can perform a spherical refinement as well as unaided visual acuity. The additional ergonomic design enhancements provide greater comfort for both operator and patient.

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**MARCO ULTRA G5 SLIT LAMP**

If there ever was a “game-changer” in overall slit lamp design, the Marco Ultra G5 Slit Lamp is it!

A sophisticated blend of optical efficiency and production quality, the GS is a true powerhouse in a comprehensive line of premier slit lamps. With a wider field of view, enhanced light transmission, and a greater depth of field, the GS delivers a more precise and comfortable viewing experience. When it comes to engineering and building a slit lamp for today’s demanding practitioner . . . your focus has always been our focus.

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**Ocular Response Analyzer® G3**

Corneal Hysteresis: For Glaucoma Risk Assessment

Make a more confident glaucoma risk assessment, with Corneal Hysteresis.

Ocular Response Analyzer® is the only tonometer that measures Corneal Hysteresis, a superior predictor of glaucoma progression. Corneal Hysteresis has consistently shown to be predictive of, or strongly associated with, glaucoma progression, and more powerfully so, than key indicators such as IOP and CCT.

New! CPT® Code 92145 for Corneal Hysteresis

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**Tono-Pen® and Ocu-Film®**

Clinician Trusted Tonometry

The Reichert® Tono-Pen® is the standard for handheld applanation tonometers, trusted by doctors and technicians for 30 years.

The advanced Tono-Pen AVIA® tonometer requires no daily calibration and is always ready-to-use. The ergonomic design and dual-sided displays make it ideal for left or right-handed use. 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.

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**Phoroptor® VRx**

Digital Refraction System

Drive practice efficiency and accelerate the exam process with Phoroptor® VRx. 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.

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2. Twenty-two subjects participated in a randomized, double masked, contralateral eye study to evaluate water loss of Biotrue ONEday, 1-Day Acuvue Moist, 1-Day Acuvue TruEye contact lenses. After 4, 8, 12, and 16 hours of wear, lenses were removed and immediately weighed (wet weight). The lenses were then completely dried and reweighed (dry weight). The percent water loss was then calculated for each lens from the wet and dry weights.
3. Results of in vitro study in which Biotrue ONEday, 1-Day Acuvue Moist, Ciba AquaComfort Plus, and 1-Day Acuvue TruEye lenses were placed on a model cornea with 0.00 µm of spherical aberration. Images were acquired every 10 seconds up to 180 seconds and analyzed using pattern matching algorithms. A score for each 10-second interval is determined by comparing how closely the test image matches the time 0 image. Mean scores over the 180-second interval were determined and compared.