

**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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**THE VISUAL (BY Olleyes)**  
Mobile visual field testing

- Boosts clinic efficiency
- COVID19 safe:
  - Easy to disinfect
  - Portable = proper social distancing
  - Can be taken home
- Low-cost
- Saves space in exam rooms
- Accurate & reliable test results

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# OPHTHALMIC

## Product Guide

### iCare IC100

#### The sterile tonometer

- + No drops, air, or calibration needed
- + Consistent & accurate readings
- + Single use probes to exceed infection control guidelines



Circle No. 5

Call 888.422.7313 or email  
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[www.icare-world.com/us](http://www.icare-world.com/us)

# icare

### iCare HOME

#### 24-hour at home tonometry

- + Easy to use
- + Remote diurnal IOP curve
- + Long term monitoring
- + Alert notifications



Circle No. 6

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[www.icare-world.com/us](http://www.icare-world.com/us)

# icare

### 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 DRSplus

#### Automated TrueColor retinal imaging

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



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### iCare EIDON FA

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#### Ultra high resolution retinal imaging

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



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### iCare COMPASS

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#### 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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# OPHTHALMIC

## Product Guide

### ZEISS DIGITAL FITTING AND CONSULTATION

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- 3D centration quickly and precisely, nine cameras with 45 million points of reference.
- Fixation target for vergence control.
- Pupil center or reflex targeting.



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www.zeiss.com/equipment

### ZEISS PRE-TEST SUITE

Provides reliable measurements for profound consultation and a high-level of patient care.

- Wavefront aberrometer/topographer
- Autorefractor/keratometer
- Non contact tonometer
- Hand held retinal camera
- Wavefront lensmeter



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- Kills up to 99.5% of common viruses and bacteria on the surface of eyeglasses.\*
- Compact: only 12" Wide x 12" High x 20" Deep and 18lbs.



\*Independent laboratory tests show effectiveness of 99.995% against adeno virus, 99.68% against influenza viruses, 99.47% against Escherichia coli.

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Offer complete solutions for subjective refraction and world class optics

- Refractors – digital and manual
- Acuity systems
- Chairs and stands
- Slit Lamps – tower and integrated
- Tonometers



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## TearRestore®

The First Open-Eye Warm Compress

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### Effective & Consistent Heat

TearRestore supplies therapeutic heat (>40C) for a minimum of ten minutes every use. This ensures patients and doctors an effective treatment every time.



### Unique Convenience & Natural MG Expression

TearRestore's design utilizes anatomical norms to target the eyelids while avoiding the globe. This permits the user to see and blink throughout treatment, resulting in improved compliance and natural meibomian gland expression.



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# OPHTHALMIC Product Guide

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## 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



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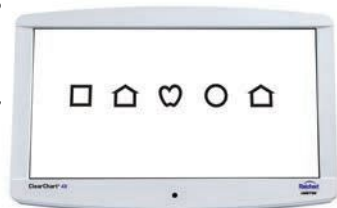
## ClearChart® 4 Digital Acuity Systems

**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



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## 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

Circle No. 19



## 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. 20



## 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.**

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## 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. 22

# OPHTHALMIC

## 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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### 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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INTERNATIONAL

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### LENSTAR® APS Optical Biometer

Advanced biometry—better outcomes

The LENSTAR LS 900 with Automated Positioning is all you need for faster, more efficient biometry. Its easy 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, as well as exclusive availability of the Hill-RBF Method 2.0 for IOL calculation, the LENSTAR provides the user with the best possible IOL prediction.



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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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### 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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REVIEW OF OPTOMETRY

# The OD's TOP CHOICE

Ranked #1 Eye Care  
Publication In  
**FIVE**  
Critical Readership  
Categories:



Total Readers



Most Read Publication/  
Website Within the Last  
Six Months



Quality Clinical Content  
I Use in My Practice



Average Page Exposures



Websites Visited within  
the Last Six Months

Source: Kantar Media Eyecare 2020 Study

Practitioners rely on RO  
more than any other eye  
care publication



**Review** also is number one in readership  
across the following categories:

- Total Optometrists
- ODs in High-Volume Practices
- Solo Practitioners
- Annual Practice Revenue (\$500k+)
- ODs who Purchase Examination Equipment
- Write Prescriptions (11+ per week)
- Perform Refractions (51+ per week)
- Contact Lens Prescribers
- Years in Practice (1-15 and 15+)
- Among Key Opinion Leaders

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We'll keep working hard to earn  
your support.

# OPHTHALMIC

## Product Guide

### ALADDIN-M

BIOMETER / TOPOGRAPHER

#### Expand Your Practice with the Aladdin-M

- Axial length, refractive error and corneal power trend reports
- Establish baseline metrics and track change over time
- Corneal topography with aberration maps and white-to-white measurement



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AUTOMATED BINOCULAR REFRACTION SYSTEM

#### It's Time to Reinvent Refraction

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**TOPCON** Healthcare

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OCULAR TELEHEALTH SYSTEM

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- Increase patient convenience and deliver high quality eye exams from virtually anywhere
- Grow your practice beyond its physical location
- Integrates remotely with Topcon's CV-5000S automated phoropter



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PERIMETERS

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- Fast, accurate and flexible glaucoma screening
- Henson 9000 Visual Field Analyzer is the perfect tool for the early detection of glaucoma and the ongoing monitoring of established vision loss



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- Full 360° tilt monitor allows operator to maintain safe distance from patient
- Hood Report for Glaucoma enables quick visual field assessment



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### CV-5000S

COMPUTERIZED PHOROPTER

#### Upgrade Your Manual Phoropter to the All-Digital CV-5000S

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- Full EMR connectivity



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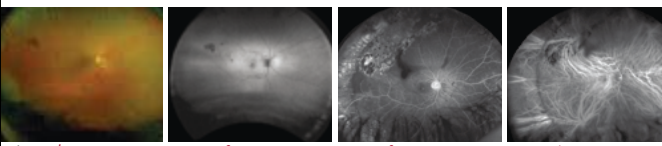
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# OPHTHALMIC

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





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**...from a safe distance**

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- 12-month warranty



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# OPHTHALMIC

## Product Guide

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

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### THE BEST OF BOTH WORLDS

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

PachPen®

- Portable handheld pachymeter
- 65 MHz sampling rate ensures precise measurements
- Digital signal analysis eliminates the need for calibration and only measures when properly aligned



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# OPHTHALMIC

## Product Guide

### EFC-2600 FUNDUS CAMERA



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.

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



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ELI EZER

### ETN-1800 NON-CONTACT TONOMER



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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ELI EZER

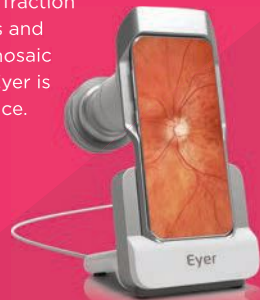
### EYER NM TOP PORTABLE RETINAL CAMERA



Have a desktop quality fundus at your fingertips. The Eyer takes high quality retina images comparable to a desktop fundus at a fraction of the price. Built with 12 mega-pixels and enhanced camera features, such as mosaic capabilities and iCloud storage, the Eyer is the ideal tool for tele-medicine practice.

- Mosaic
- 12 Mega-pixels
- Non Mydiatric
- Auto Focus
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