

## Open Day Clearance Sale

With Christmas fast approaching we are offering all of our clients the opportunity to visit our showrooms around Australia for a big pre-Christmas sale. We will have special deals on a wide range of products, including discounts, demonstration stock, end-of-line models and floor stock.

Please come and join us and secure yourself a deal, or buy that special Christmas present for a loved one. See the Specials listed on page 4.

Date: Thu 8<sup>th</sup>, Fri 9<sup>th</sup> December  
Time: 10.00am – 5.00pm

**Sydney North:**  
1/ 2 Pioneer Ave  
Thornleigh NSW 2120  
02 9479 3100

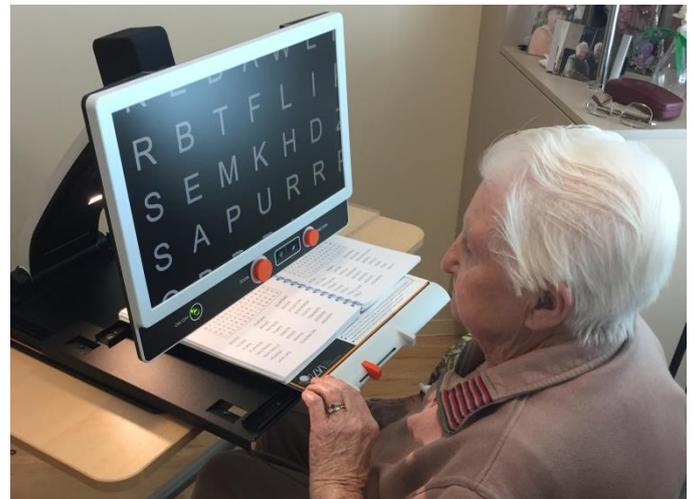
**Sydney South:**  
367 President Ave  
Gymea NSW 2227  
0417 185 500

**Melbourne:**  
5 Keith St  
Hampton VIC 3188  
03 9545 4100

**Brisbane:**  
Suite 603, Level 6  
Ladhope Chambers  
131 Wickham Tce  
Spring Hill QLD 4000  
07 3831 4894

## Age is No Barrier

Majorie Ketteringham is a sprightly 94 year old who lives in an Aged Care facility on the NSW south coast. With Macular Degeneration progressing Majorie found she was struggling with a range of activities that were limiting her enjoyment of life.



After a visit from Low Vision Consultant Jeff Landers Majorie trialed and then purchased a lightweight, foldable, electronic magnifier called the MagniLink Zip. This has been set up on an over-chair table provided by her Aged Care facility, enabling her to sit in her favourite comfy chair while reading.

Majorie is now once again able to do her puzzles, read books and magazines, look at her old photo albums, read her knitting patterns and check for the occasional dropped stitch. Majorie is living proof that you are never too old to start using modern vision aids.

# OrCam MyEye



## The beginning of a new era for people with Low Vision.

In the last edition of this newsletter, we introduced the OrCam MyEye, the new wearable reading device that sits discreetly on your reading glasses.

The response has been extraordinary and it has been capturing the attention of people all around Australia, in newspapers on television and radio. Most importantly there have been many people with Low Vision that have discovered just how powerful and life-changing OrCam MyEye can be.

Tim Connell, the CEO of Quantum recently said “I have been working in this field for over 30 years and I have never seen a product make such an impact in such a short period of time. It is very exciting to be at the beginning of what is definitely a whole new era for accessing information. We have people from 16 right through to 95 years of age who have found that OrCam is simple to use, and that it really works, opening up their world of reading again.”

Here is a story from a user in her own words.

Meet Jan Read OrCam user from Narrawallee NSW. Jan has had her OrCam MyEye for 2 months and spoke to us recently about the most exciting experience with her OrCam so far. She told us it was at the local hairdressers

where she read a magazine for the first time in many many years.

Jan said “I am now reading lengthy magazines and newspapers; a highlight is reading the local newspaper which is a particular joy for me as I can keep in touch with my local community, a vital activity for anyone living in a rural town”

Jan also suffers from arthritis in her hands and has recently found using a handheld magnifier difficult as it requires holding and moving the device for extended periods.



However Jan has found that by using the point and read feature of OrCam it is much easier and far more comfortable to read, and really helps minimise the pain and discomfort of arthritis.

OrCam is helping Jan to read much more than she has in a long time, despite her failing vision. Contact us if you would like to try OrCam yourself.

## “Why are these products so expensive?”

This is a question we get asked by many people because vision aids by and large are relatively expensive items. And for many people they are out of reach.

One of the main reasons for the cost is that this is a small and specialised field with relatively small numbers of users. The costs of product development are much the same for a product that might sell many millions or one that will only ever sell a few thousand. So prices of vision aids tend to be expensive till those development costs are paid off and then prices do fall.

The second reason is the level of service provided. To have services delivered in your home, from assessment, demonstration and trialling of the vision aid that best suits your needs comes at a cost. There are now cheaper alternatives such as shopping on-line at places like [www.MyLowVisionShop.com.au](http://www.MyLowVisionShop.com.au) if you don't need that level of service. In our experience people mostly still really prefer to have a high level of service, so that they have the time and individual attention to ensure that they get the right vision aid to meet their needs. Last year our Low Vision Consultants travelled over 250,000 kms visiting people in their homes around Australia.

For people who really can't afford vision aids there are now an increasing number of options becoming available.

If you are under 65 years of age, the National Disability Insurance Scheme can fund vision aids. If you are over 65 years of age there are an increasing number of options for financial support under the Federal MyAgedCare Program.

Additionally some private health funds are starting to offer rebates for vision aids. If you need more information on any of these programs please talk to one of our Low Vision Consultants.

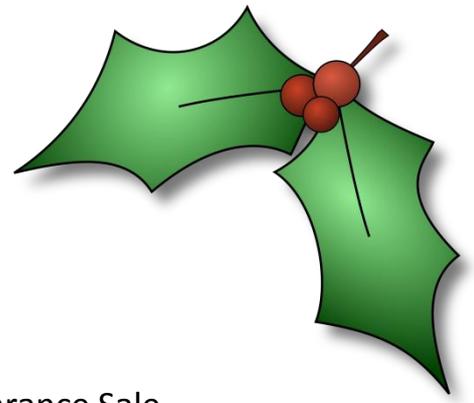
If you are thinking of purchasing a vision aid also consider how long it will provide benefits to you. If a product is going to last for say 10 years, then your cost to be able to read may only be \$300 - \$500 per year. Overwhelmingly our clients tell us that they don't regret having purchased an electronic vision aid. They truly can change your life.

***“Last year you met with my mother Shirley and organised for her a magnifying machine. This has been transformative for her, improving her independence and thus her quality of life. As a result she has become very dependent on the machine and your work in helping her access this equipment has been greatly appreciated.”***

Paul, Sydney

Call any of our offices today to discuss your individual circumstances and vision needs. We have over 30 years experience of helping people find the solutions that really work.

# Christmas Specials!!



For the Season of Giving, we are offering the following discounts\*!

**5%** off on any purchase in the month of December

**10%** off on any product we have in stock on our Open Day Clearance Sale

**15%** off any ex-demo or floor stock in any of our offices

Plus savings of **20%** and **25%** on many selected items available exclusively at the Open Day Clearance Sale.

## Optical Magnifiers and Lights



Check out the wide range of Eschenbach and Schweizer optical magnifiers at **20% discount**  
Desk and floor lamps at **15% discount**

## Hand-held Electronic Magnifiers



Optelec Compact HD – 7 ex-demo units available  
Optelec Compact 7HD – 5 ex-demo units available

## Table-top Magnifiers



Reinecker ECO Desktop Magnifiers – 3 available at **\$1000 each!!**  
Optelec ClearView 24" WideView – 5 ex-demo units available  
Optelec Sentry Magnifier – 2 available at **\$1500 each!**

## Reading Machines



Eye-Pal Reader – 3 ex-demo units available  
Eye-Pal Ace – 3 ex-demo units available  
Overstocked on ClearReaders – 8 available less **20%**

\*Discounts are not cumulative. Discounts for in-store items not available for new stock.

# Tel: 1300 883 853

## 30 Years Helping Australians with Low Vision