

# Exhibitor line-up

## ABDO College

### ● Reception lounge

ABDO College specialises in distance and blended learning education for the optical profession. It is the only college in the UK devoted solely to the teaching of the theory and practical aspects of ophthalmic dispensing and its related specialist areas. Offering a range of courses through Access, Diploma, Degree, Advanced and Honours, ABDO College provides members of the Association with quality programmes leading to ABDO examinations. Thus offering members the opportunity to enhance their own knowledge and career progression and enabling development for practice staff at many levels.

## ABDO College Bookshop

### ● Reception lounge

The ABDO College Bookshop provides an extensive selection of the most popular optical titles to the profession worldwide. Publications covering all aspects of ophthalmic optics – dispensing, optometry, ophthalmology, contact lenses, useful revision guides etc – plus other products such as ABDO CET CDs, rules, gauges and charts are readily available and a fast, efficient and friendly service is always assured. The ABDO College Bookshop also offers BSI British Standards publications to ABDO members at a substantially discounted price.

## Association of British Dispensing Opticians

### ● Reception lounge

ABDO is the only professional body solely dedicated to the interests of dispensing opticians, both individually and collectively, and to the profession of dispensing optics. Since the Association was founded in 1986, the total number of members has more than doubled. ABDO has also grown internationally and now has members and conducts its activities in over 25 countries outside the UK.

## Adlens

### ● Stand 10

Adlens Oxford UK has grown from a philanthropic initiative to provide low cost vision correction for those in need into a global enterprise which leads in the development and sale of variable focus eyewear. Variable focus eyewear designed and developed by Adlens, closely models the eye's natural dynamic behaviour, restoring vision quality and control. It is outstanding innovation that continues

to win awards around the world. The company's first commercial product, Hemisphere, was launched in Spring 2012. It is the world's first complete range of variable focus prescription eyewear, covering spherical powers from -4.50D to +3.50D.

## Bigatmo

### ● Stand 4

Bigatmo sunglasses were initially developed for aviation through one pilot's search to find a pair that would perform and protect, as well as be comfortable for many hours in the challenging flight deck environment. There are five distinctive eye-shapes, which all feature sculptured titanium frames with beta titanium sides and designed to be strong, light and comfortable. All Bigatmo lenses use sophisticated Trivex/NXT technology and have hydrophobic and 8 layer AR coatings.

## Bradford School of Optometry and Vision Science

### ● Stand 29

This centre of learning offers a three-year academic programme leading to a BSc (Hons) in Optometry. For UK registered dispensing opticians and contact lens opticians, we also offer a career progression programme, also leading to a BSc (Hons) in Optometry.

## Bushnell Performance Optics UK

### ● Stand 22

Bushnell Performance Optics will be demonstrating Bollé and Serengeti sunglasses in Stratford-upon-Avon, including new products geared towards top-end performance with style in both plano and prescription. Voted once again by *What Car?* magazine as the best lens for driving, Serengeti has launched a new Ultra-Light glass lens which is 20 per cent thinner and lighter. Bollé is the official supplier of sunglasses to Skandia Team GBR, the British sailing team in the Olympic and Paralympic Classes and has had success with its Marine Collection catering for the needs of sailors and those who want a quality polarised lens for sport. The new launch Alpine Collection offers a range of styles with Trivex lenses and vibrant frame colours to help skiers see better and look better on the slopes.

## Charmant

### ● Stand 21

Charmant's latest contribution to the titanium eyewear market is a revolutionary new material named

Excellence Titan. Resulting from eight years of joint research in Japan with the Nihon-Sozai Company and the Institute for Material Research at Tohoku University, Excellence Titanium is a superior, extremely light-weight, nickel-free titanium offering much more flexibility than any other titanium alloy. Charmant has also collaborated with the Joining and Welding Research Institute at Osaka University in Japan, to develop a new laser technology to allow endless design possibilities when using Excellence Titan. The Line Art collection benefits from this process, other collections to be on display at the ABDO conference include Adlib, Charmant Titanium Perfection, Elle, Esprit, Puma and Trussardi.

## Continental Eyewear

### ● Stand 32

Continental Eyewear will be presenting a plethora of new frames at the ABDO Conference before taking them across the Channel to Silmo. Always popular at exhibitions is the X-eyes range, for which new designs are expected to further enhance the appeal of the collection. Jaeger, the iconic British fashion brand, will feature new releases in both the Pure Titanium and London ranges. Budget ranges are essential in these difficult economic times and the Lazer range is a comprehensive collection of frames, with over 60 models for adults and children. Recent additions will be illustrated in a new brochure available on the stand. The Matrix and Zenith ranges will also feature on the display. Geek chic is certainly very evident this year and the Cameo collection now has 10 designs at affordable prices.

## Eyes Magazine

### ● Stand 31

## Essilor

### ● Stand 13

This year Essilor will be highlighting the benefits of the new Crizal UV and Optifog with Crizal UV lenses which have become firmly established within the Essilor range. A CET approved presentation will be delivered on Sunday to highlight the ocular danger linked to UV exposure and how eye care professionals can help patients protect their eyes against this high energy menace. The company will also be showcasing the Visiooffice Universal Measuring system which now includes new measuring tools to facilitate dispensing of personalised lenses. Furthermore the Essilor Instruments team will also be on hand to demonstrate optometry equipment that has only recently become available as well as providing demonstrations of the top-of-

the-range Mr Blue edging machine.

## FEI

### ● Stand 16

FEI is a UK frame distributor that offers independent practices products that are innovative, successful and unique. The brands from FEI comprise Zuma, Lightec by Morel, Dilem, Oxibis and Exalto. Zuma's latest ranges are filled with colour and style while being light and wearable. This season's titanium collection has a range of exiting rimless designs as well as the introduction of some half-rimmed styles and retro styles being launched later this summer. The new Lightec models on show will introduce materials such as plastic and carbon to the range. The Opra Award winning Dilem collection features interchangeable temples. Oxibis and Exalto complete the company's line-up, the handmade multi award-winning brands from France with a list of Silmo d'Or prizes to their names.

## Hoya

### ● Stand 24

Hoya has had a presence in the UK for over 30 years and in that time has become renowned for innovative products and services. A global presence and continuous investment in research and development and the latest manufacturing methods, have enabled Hoya to introduce to the UK market the best quality lens materials, the most advanced lens designs and superior treatments; all suited to the evolving needs of consumers. The Hoya product range offers an extensive selection of both freeform and conventional designs, delivering a solution perfectly suited for every spectacle wearer. Hoya's freeform progressive designs include the award winning Hoyalux iD MyStyle, which offers a breadth of personalisation, and the TrueForm range of lenses are an ideal way to introduce patients into the world of freeform.

## International Eyewear

### ● Stand 25

International Eyewear has been supplying eyewear and prescription sunglasses to the optical industry for over 20 years, continually striving for excellence. International Eyewear was first established as a family-run company in 1988 and has since evolved by joining forces with the German-based Eschenbach group back in 2008. In-house brands feature a broad range of products and aim to cater for all socio-demographic groups. The main aim of the company is 'To have product to suit every individual who walks through the opticians' door' by offering eight ophthalmic collections,

two sunglass ranges and five Eschenbach brands.

## Macular Disease Society

### ● Stand 28

The Macular Disease Society is a national charity that aims to build the confidence and independence of those affected by central vision loss. It is the only UK charity dedicated to helping people with macular disease – the biggest cause of sight loss in the UK. The Society has around 15,000 members and supports many more through a helpline, counselling, advocacy and low vision service, and through a network of 250 local groups. In addition to these support services, the Society has been able to contribute £1.5m towards research projects in the last 10 years, aiming to find a cure for macular disease. For further information about the Macular Disease Society, visit [www.macular-disease.org](http://www.macular-disease.org).

## Mainline

### ● Stand 30

Mainline Instruments will be exhibiting at ABDO with the latest ophthalmic equipment, guaranteed to enhance any dispensing area. The company has a range of Tomey lensmeters, Huvitz auto-refractors and non-contact tonometers. New from Huvitz is the HRK8000A Auto Ref/Kera with a high resolution colour camera for anterior segment image capture, blue illumination for contact lens fitting, said to be ideal for patient education and practice building. Also on display for demonstration will be rebound technology and anaesthetic-free icare tonometers.

## Marchon

### ● Stand 18

Marchon is one of the world's largest manufacturers and distributors of eyewear that exemplifies quality, fashion-forward trends and technological innovation. Since founding in 1983, Marchon has developed an extensive designer portfolio, which includes, Calvin Klein Collection, Diane von Furstenberg, Lacoste, Karl Lagerfeld and Nike. The company offers Marchon3D, which combines the patented M3D lens technology with fashion trends to produce a 3D sunglass that optimizes the 3D viewing experience while simultaneously offering UVA/UVB protection in a sunglass.

## Max Eyewear

### ● Stand 39

Max Eyewear is a company with over 50 years' experience in manufacturing and supplying frames to independent opticians as well as chains and wholesalers. The

range of products includes Romeo and Juliet London, Max, Loox and Univo. With more than 250 models of frames and sunglasses and stocks of about 250,000 pieces the company's aim is to offer a high level of satisfaction to its customers.

## Menrad

### ● Stand 14

Founded in 1896 The Menrad Group remains a family-owned business manufacturing and selling superior quality, luxury and sophisticated ophthalmic glasses and sunglasses. A leading eyewear provider, The Menrad Group employs over 1,100 staff and sees 1.5 million frames sold each year. The UK subsidiary of the group can be found at this year's ABDO conference where the team will be exhibiting the vast array of frames available in the Menrad Optics portfolio. Visitors can expect to not only see the newly available Autumn/Winter Menrad collection, but also the new frames from the designer ranges including Jaguar, Morgan, Davidoff and Joop!.

## Mondottica

### ● Stand 11

Nottingham-based Mondottica is one of the world's fastest growing eyewear companies, with offices in the UK, France, Holland, Hong Kong, Australia and the US and further distribution in over 40 countries worldwide. The company acts as eyewear brand partner for many of the UK's top brands including Ted Baker, Hackett, Lulu Guinness and Pepe Jeans, along with global brands like Anna Sui, Converse and Christian Lacroix. UK sales manager for Mondottica, Andy Phillips, said: 'We are pleased to be part of this event and very keen to support the independent optician in any way we can. We are looking forward to meeting many of our existing customers and to have the opportunity to showcase our latest releases from the autumn winter collections across all brands.'

## National Eyecare Group/Optinet

### ● Stand 40

The National Eyecare Group (NEG) is the largest purchasing group dedicated to supporting UK independent opticians and remains the only major purchasing group where there are no joining fees and no ongoing subscriptions. At this year's conference NEG will be demonstrating not only how ECPs can save money with their purchases, but how they can build their business to be more successful and more profitable. In addition, NEG's IT division Optinet, sponsors of the ABDO College dispensing room, will be demonstrating its very popular practice management software, including how to send a recall letter for less

than the cost of a stamp. Also on show will be LUMA, one of the world's leading patient education software systems.

## Nikon

### ● Stand 8

During 2012 Nikon has launched a new progressive lens specific to digital device users, DigiLife, updated and completed the Presio i DS Plus range which is now known as Presio Balance and also introduced a new room distance progressive lens, Home & Office, together with Online Wide which builds on the success of the original Online. To complement and enhance these products, especially when indoors, our new 'anti-reflection' coating, SeeCoat Blue is recommended. SeeCoat Blue significantly reduces the amount of 'blue' light entering the eye by reflecting this off the front surface. The layers of the coating have been modified to drastically reduce the harmful and comfort effecting 'blue' light entering the lens and therefore eye.

## Norville Optical

### ● Stand 19

The Norville team look forward to meeting with delegates to showcase new products including Duck and Cover Eyewear, a contemporary 'ready for anything' urban range all about confidence, comfort and control. Also showing will be the exclusive Mai-Zee and Dana Buchman women's ranges in a mixture of great styles, shapes and colours for a thoroughly modern look. There will also be new eyewear style arrivals to the Superlite, Blitz Kidz, Barbour, Jeff Banks and Stvdio ranges. The conference will also see the first showing of the 2013 Polaroid Sunglass models. On the lens front, visitors can get details of Vista Mesh developments, high contrast filter and HMAR coating, a product for people suffering from night driving problems, desk top visual fatigue and other vision stress-related issues.

## Optelec

### ● Low vision workshop sponsor

Optelec, makers of equipment for visually impaired people, will be demonstrating the new Compact 5 HD at the ABDO Low Vision workshops – the first handheld video magnifier offering superior high contrast images in high definition. Demonstrations will be available of the award-winning Optelec ClearReader+. Simply switch-on, scan the desired reading material and start listening in an instant using a choice of naturally sounding voices. There will also be the opportunity to try out the Optelec ClearView+ HD, a powerful desktop video magnifier providing superior quality images.

## Ocucu

### ● Stand 15

With almost 20 years' experience in the optical industry and software installed in more than 1,100 independent UK opticians, Ocucu remains at the leading edge of technology, with Acuitas and Focus, the optical Practice Management Software (PMS), providing sound business value to our customers. To date, Ocucu has invested over £20m in R&D, making our practice management systems leaders in the optical software industry. Ocucu is the largest employer in the optical software sector, with 20 UK-based employees, and 100 staff worldwide. At ABDO Ocucu will be showing the new 'Payments and Goods Scheduler' incorporating the management of contact lens and spectacle supply with direct debits and patient correspondence.

## Optician

### ● Stand 36

*Optician* is the UK's weekly journal for eye care professionals. With GOC accredited modules almost every week, subscribers can accumulate all their required CET points. In addition to offering free CET, *Optician* covers all aspects of the UK optical industry; from practice management and commercial benchmarking through to fashion, frames and technology. And with an extensive jobs section each week, *Optician* is an indispensable tool for optometrists, dispensing opticians and other optical professionals. Visit the stand and find how you can get your copy every week at a special low price.

## Optisoft

### ● Stand 6

Optisoft is a comprehensive and modular system providing the independent practitioner with everything from a simple patient recall system to a completely paperless practice. The latest version of Optisoft runs on Microsoft Windows 7 and integrates with Office 2010 to provide a familiar, intuitive and modern interface. It also takes advantage of all the very latest technology to provide a completely digital experience for both practice and patient. The system is designed to help you deliver a smooth and efficient service, enhance patient satisfaction and make more profit as a result.

## Optometry Giving Sight

### ● Stand 41

Optometry Giving Sight is the only global fundraising initiative that specifically targets the prevention of blindness and impaired vision due to uncorrected refractive error. The charity funds eye

care services in communities where they do not exist, ensuring sustainable, lasting results in three ways: training of local eye care professionals; establishment and support of vision centres and schools of optometry; and delivery of affordable eye care and glasses. Since 2007, more than \$US6.5m has been allocated or disbursed to 57 projects in 32 countries. Optometry Giving Sight will be sharing with delegates details of the projects and exciting ways they can get involved and help make a sustainable difference. This year, the first locally trained eye care professionals in Malawi, Mozambique and Mali will graduate – all thanks to the support given to Optometry Giving Sight by the profession.

## Optometry Today/OT Bookshop

### ● Stand 37

## Rodenstock

### ● Stand 9

The Rodenstock brand stands for technologically demanding products of exceptional quality. At Rodenstock we constantly ask ourselves: how can we make wearing spectacles even more pleasant, lighter, simpler and more comfortable? This attitude gives rise to innovative product solutions – which meet demands for the highest precision. The competence for both ophthalmic lenses as well as for frames makes Rodenstock a unique brand in ophthalmic optics because it can offer spectacle wearers the complete 'spectacle' system from a single source.

## See20/20

### ● Stand 12

The See20/20 system enables you to control all aspects of your business whether on-site or remotely. You can view patient records, dispensing details, stock and financials as well as having the flexibility to be proactive and instantly reactive to changing market trends and conditions with the use of real-time Business Intelligence and analysis reporting. See20/20 features state-of-the-art advancements in marketing tools, dispensing with seamless integration to visual dispensing aids such as Anyview & Visioffice, SpecsCare insurance, paperless clinical notes with instrument links and mail-fulfilment all helping to decrease practice running costs while simultaneously increasing profits.

## Shamir

### ● Stand 33

Visitors to this year's ABDO conference and exhibition in Stratford can expect to see some exciting new innovations from the Shamir team. As one of the headline



sponsors of the pre-conference golf tournament, Shamir has partnered with Marchon and Transitions, to promote the complete sports solution for all golfers requiring spectacle correction. Utilising the latest technology, the companies are now offering a complete Golf spectacle package which includes the latest high performance frame designs, glazed with the very latest in custom sports lenses each specifically tailored for golf use. Each Shamir Golf lens is produced using the latest freeform technology and is customised specifically for golfers. Also on display will be Shamir Run and Shamir Autograph InTouch.

## Silhouette

### ● Stands 2&3

Silhouette is one of the world's lightest frames, made with attention to detail, a large proportion of work by hand, an individual design approach and the use of the best materials and the latest technology. Silhouette will be previewing the new Titan Rays collection, which launches in the second half of 2012. With sharp product designs and only the finest hand craftsmanship, Titan Rays will add a distinctive new look and feel to Silhouette's rimless collection. Like all Silhouette collections, Silhouette Titan Rays are crafted in Austria using the highest quality materials in more than 200 separate stages.

## Stepper

### ● Stand 17

Stepper frames have never been more popular and the consumer is more aware of the brand than ever before. Now a global player, Stepper has firmly established itself as one of the most successful and respected suppliers of quality ophthalmic frames. The current range is the most attractive, innovative and extensive ever with four key ranges offering distinct solutions to every dispensing optician's needs.

## The Worshipful Company of Spectacle Makers

### ● Reception lounge

The Worshipful Company of Spectacle Makers (WCSM) is a major provider of training for optical technicians and optical practice support staff, and has been accredited by the regulatory bodies of England, Wales, Scotland and Northern Ireland as an awarding body. The WCSM offers nationally recognised qualifications which have been accredited to the Qualifications and Credit Framework for England, Northern Ireland and Wales and the Scottish Credit and Qualifications Framework. On top of this, the Company is also building a new charitable fund

to allow it to give even greater support to research into the causes of visual impairment (and their cures), and to assist other charities that look after those already affected by it.

## Topcon

### ● Stand 38

Topcon has been specialising in the manufacture of optical instruments for nearly 80 years. Topcon's 3D OCT-2000 incorporates 3D imaging and analysis function for Ganglion Cell and retinal nerve fibre layer analyses, anterior segment capability and drusen analysis. The 3D OCT-2000 camera for retinal screening has been approved for digital photography use in diabetic eye screening by the NHS Diabetic Eye Screening Programme. Another exciting product gaining in popularity is Topcon's practice management software, 'i-Clarity' which has been developed with key optometric advisors and is described as comprehensive, intuitive and simple to learn and use. This year, Topcon is also supporting the very first refraction workshops. The workshops will be an introduction for those people who want to take the FBDO R qualification. Topcon will be providing a variety of kit from test chairs and computerised test charts through to retinoscopes.

## Transitions Optical

### ● Stand 23

For almost 20 years, Transitions Optical has demonstrated a commitment to promoting healthy sight and wellness. As the manufacturer of Transitions lenses – the eye care industry's most recommended photochromic lenses worldwide – the company understands how vital it is to ensure that eyesight is preserved for today and tomorrow. Transitions Optical has offices located across the globe, employs over 1,200 workers worldwide and has partnerships with nearly a dozen lens manufacturers to offer over 100 lens options. Through extensive consumer advertising the Transitions lens brand is one of the most widely known ophthalmic lens products available in high street opticians today.

## Vision Aid Overseas

### ● Stand 7

International eye care organisation, Vision Aid Overseas is looking forward to the opportunity of exhibiting at this year's ABDO conference. Vision Aid Overseas has been ABDO's charity of choice since 2004 and ABDO has generously supported it in numerous ways, including by fundraising and supplying volunteers. At the conference, the charity hopes to engage with potential volunteers and spread

awareness of its international projects and fundraising opportunities.

## Viva Eyewear

### ● Stand 20

Viva International Group is a global leader in high-quality, fashion eyewear through the passion of its associates, world-class customer care and the legacy of building dominant brands. From accessible luxury brands Gant by Michael Bastian, Guess by Marciano and William Rast, to fashion and lifestyle brands Bongo, Candie's, Catherine Deneuve, Gant, Gant Rugger, Guess, Harley-Davidson, Rampage, Skechers, and William Rast, and value names Viva, Magic Clip, and Savvy, the company's diverse brand portfolio presents a look and price for a broad range of tastes and demographics.

## William Morris Eyewear

### ● Stand 1

Thirteen years ago, Robert Morris created William Morris – an independent company with a very 'English' brand. The aim? To offer designer frames to every audience, providing superb original designs which continually evolve. Coupled with the love and pride that goes into creating the frames is the same level of hard work, dedication and personal service that each member of the William Morris team strives to give their customers on a daily basis. From humble beginnings to what is today a successful global brand, William Morris employs staff, agents and distributors all over the world. As the market has grown, so have the collections, the designs, the point of sale and everything else that goes into making a brand that is embraced so fondly by everyone.

## Younger Optics

### ● Associate sponsor

There are only three ways to grow your business profitably: You must find new clients, encourage your existing clients to return faster and 'sell more' to clients you are already seeing. Discover now how recommending NuPolar, Trilogy and DriveWear lenses for your clients can address all three of these ways to improve business profitability. NuPolar is the world's number one selling polarised lens brand and you can demonstrate to your clients what ordinary sunglass lens wearers are missing. DriveWear is an adaptive, polarised photochromic prescription (and now plano) sunglass lens for drivers and has picked up awards at two international fairs as well as the UK's prestigious Lens Product Of The Year award in 2011. Trilogy is the lightest and strongest lens material currently available. No other thin lens technology combines these benefits with unsurpassed visual clarity. ●