

INDUSTRY NEWS

The following companies support ASCO's national programs and activities benefiting the schools and colleges of optometry in the U.S. and Puerto Rico.

Benefactors
(\$25,000 - \$49,999)

Alcon Laboratories
Essilor of America
HOYA Free-Form Company
Luxottica / EyeMed Vision Care
Walmart Stores, Inc.

Supporters
(\$15,000 - \$24,999)

Bausch + Lomb
Carl Zeiss Vision / Carl Zeiss Meditec
Keeler Instruments
Pixel Optics
Transitions Optical
Vistakon®, Division of Johnson & Johnson Vision Care

Friends
(\$10,000 - \$14,999)

Abbott Medical Optics
Allergan, Inc.
Compulink Business Systems
EMRlogic Systems, Inc.
Haag-Streit
HEINE
M & S Technologies, Inc.
Marco
Oculus, Inc.
Optos North America
Vision Service Plan
Volk Optical

Contributors
(\$5,000 - \$9,999)

CooperVision
Marchon Eyewear
Ophthonix, Inc.
Review of Optometry
Safilo Group
TLC Vision
Vision Source!

**emPower! Eyewear
Breaking New Ground**



With the ongoing success of the roll-out of emPower! electronic-focusing eyewear, PixelOptics Inc. is leading a transformation in the way doctors and patients think about and use vision correction. emPower! gives patients who wear progressive lenses or bifocals unprecedented control over their vision.

Each lens contains a virtually invisible layer of liquid crystals that adjusts to provide an electronic add zone. In manual mode, a touch of the temple triggers the add zone, while another touch turns it off. A swipe of the temple activates automatic mode, and the add zone turns on and off in response to up and down head movements. PixelOptics says emPower! virtually eliminates the unwanted swim and uncomfortable head posture associated with traditional progressive eyewear designs.

A portable charger powers the lenses for two to three days with a single charge. For more information about emPower!, visit www.lifeactivated.com.

**Contact Lens Companies
Join Forces for Education**

Four leading soft contact lens companies have teamed up to launch the STAPLE Program (Soft Toric and Presbyopic Lens Education Program). The goal of the collaboration among Alcon, Bausch + Lomb, CooperVision and Vistakon, a Division of Johnson & Johnson Vision Care Inc., is to bring hands-on fitting workshops to all schools and colleges of optometry in the United States and Canada.

STAPLE will provide more than 1,700 optometry students with an opportunity to fit patients with soft toric and multifocal contact lenses. The workshops are offered to the schools and colleges when they best fit into the current curricula, supporting and enhancing the education already offered. The STAPLE Program brings together students, industry and patients in a valuable, non-biased, hands-on fitting workshop.

For more information, a calendar of events, or to schedule a program, visit www.stapleprogram.com.

**James is New Director,
North America Marketing**

Transitions

Transitions Optical Inc. appointed Sherianne James to the position of Director of North America Marketing. She succeeds Greg Marko, who is assuming the role of Director, Asia Pacific Marketing. James has been with the company since February 2011, when she began her tenure as Director of Global Consumer and Professional Insights.

As of Jan. 1, 2012

In her new position, James will be responsible for the development and implementation of organizational marketing plans in the



Sherianne James

United States and Canada. She will lead the team to develop and execute best-in-class trade and retail marketing programs and to maintain and develop relationships with the company's business and research partners.

Transitions Optical also reported that it is centralizing its multicultural marketing and education efforts into a comprehensive Transitions Cultural Connections initiative. In addition, to help educate diverse groups on their unique eye health risks, an interactive healthy sight risk assessment is being unveiled for consumers at www.HealthySightForLife.org/Cultural-Connections.

Four-Mirror Gonio Lens Features Compact Design



Designed for small anatomies and narrow palpebral fissures, Volk Optical's Mini 4 Mirror Gonio Lens delivers complete angle views. With slight lens rotation, the Mini 4 Mirror offers a full view of the chamber angle at 1.0X magnification. Volk's proprietary contact design has the stability of a flanged contact without the use of viscous interface solutions required by typical flanged lenses. Artificial tears or a thick natural tear layer is all that is required for patient comfort. A broadband coating on the lens reduces glare and reflections and maximizes laser throughput.

Glare Testing System Replicates Real-Life Vision



The newest addition to the Smart System line from M&S Technologies Inc. is the Glare Testing System (GTS), which provides a consistent technology for measuring the impact of glare on a patient's vision. Developed and engineered by M&S (patent pending) with the guidance of Jack Holladay, MD, this glare component offers the eyecare professional an enhanced method to further test patients who complain of poor vision at night, experience problems going from indoors to outdoors under bright sunlight, and have burgeoning cataracts.

The GTS utilizes long-life, high-intensity LEDs and is carefully calibrated to existing luminance standards for testing under glare conditions. The proprietary design allows for an equal distribution of light at any testing distance in order to replicate real-life experiences.