



International Vision Expo East 2010 Press Conferences

Friday, March 19

7:30 – 9:30 AM: **Essilor**

- **Location:** Parker Meridian

10:00 – 10:30 AM: **Shamir Insight, Inc.**

- Shamir is excited to announce their newest product offering, Shamir Spectrum, as well as their booth promotion which is available to all attendees, and Autograph II SV now with As-Worn Technology latest addition to their Hi-Index family, their booth promotion, which is available to all attendees, and their new Shamir Freeform Blank.

Location: Press Conference Room 1D04

11:00 AM – 12:00 PM: **My Vision Express by Insight Software**

- Review our latest release of My Vision Express Version 9.0

Location: Press Conference Room 1D04

1:00 PM – 2:00 PM: **Eschenbach-Optik of America**

- We have 3 new products: **MiniFrame2** the World's 1st Progressive Reader- magnification increases in power by a full diopter from the top of the lens to the bottom; **MaxDetail Clip** – designed for patients who have a refractive error AND want the convenience of an off-the-shelf, near, telescopic system; **Wellness Protect Eyewear** – blocks bothersome blue light, can be prescription corrected, and made in 5 tints.

Location: Press Conference Room 1D04

2:00 PM: **Eyes of Faith Optical, LLC**

- Major licensing deal to be announced

Location: Booth #2688