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abdo **Brighton**
Conference and Exhibition 2009
We have a brighter vision • 3-5 Oct



ABDO Conference and Exhibition 2009 Conference Handbook

Association of British Dispensing Opticians



We've stayed at the top
for 50 years by only
ever focusing on
one thing...
Innovation.



Welcome to Brighton

As President of the ABDO I would like to extend a very warm welcome to this year's Conference and Exhibition. It seems like it was only yesterday when we were in Manchester launching the 'New Vision' and I absolutely believe that 'Part 2' will be bigger and better than last year.

Over the past year the Association's activities have increased greatly and relationships, particularly with other optical bodies, have developed considerably. It is our intention to promote this Association and its members at every given opportunity and become more integral to optics than ever before.

Currently there are several topics of importance for the membership of ABDO to consider. During the conference there will be plenty of opportunity for members to discuss these issues, most notably the proposed change of name, revalidation, GOC fees and the promotion of dispensing opticians by ABDO. Many members of the ABDO Board will be available for discussion and I also hope to meet and listen to the views of the membership.

This year we have attracted many exhibitors, pleasingly we have an extremely strong list of companies and I hope time will be taken to visit them all. Without this commitment and the generosity of our sponsors it would be difficult to hold such an event and I hope they can be supported throughout the exhibition and beyond.

For some time I have been looking forward to this event. It presents a great opportunity to meet the membership of ABDO, colleagues, friends and hopefully many new faces. Our aim is to make everyone leave with lasting memories and be in no doubt that the ABDO Conference and Exhibition is the place to be. Throughout the year a significant amount of time and effort has been put in to ensure we get it right and hope it lives up to your expectations and more.

I wish you a really enjoyable time during your stay in Brighton and I express my sincere thanks to you for coming along.

Best wishes

Barry Duncan FBDO
President

We have a brighter vision



Welcome to Brighton!
Britain's premier seaside and cultural destination and home to the 2009 'Brighter Vision' ABDO Conference and Exhibition.

As I write this introduction, I am taking a brief break to catch up with my extended family in the south of

France. The theme of this year's conference is UV protection, which is firmly imprinted on my mind as I lounge here on the deck of a friend's boat anchored in the Mediterranean, smothered in factor 30 sun cream, wearing a pair of Transitions on my nose, aware that I should have a hat on my head, but feel I will look too ridiculous if I go that far, especially with cameras and video recorders in the hands of my nearest and dearest. It's noon and as our keynote speaker, the renowned Professor John Marshall, will no doubt remind us it's not the ideal time to be out in the sun especially with no cloud cover, surrounded by water and in a temperature of 35° C. It's actually the perfect time to sit back, relax and look back on what has been achieved so far and to take stock of what is to come in the hectic final month of the build up to this truly fantastic event we have in store.

Professor Marshall was one of the first speakers to accept the invitation to lecture at the 2009 conference. We are delighted to welcome him as our first keynote speaker in our new conference format. This year it will open with a general session to unite colleagues from all over the UK for a celebration of our profession.

Yesterday I posted a letter to our special guest Mr Bernard Maitenaz who lives just up the coast from here and we will all have the opportunity to see this living legend in Brighton. It is particularly poignant that we will have this chance in what is the 50th anniversary of the launch of the Varilux lens. How many lives have been improved by the ability to either wear or dispense progressive addition lenses? In my previous life to ABDO, I often lectured about the hardships experienced by presbyopes and the solutions available. It wasn't until I succumbed to finally needing a progressive lens correction that the reality finally hit home. We all owe Bernard Maitenaz a debt of gratitude for making our daily routine more interesting and I'd like to add a personal "thank you" for taking the "handicap" out of my presbyopia.

Another figure who has made an outstanding contribution to the world of optics is Professor Mo Jalie who be chairing the Essilor Student Challenge Trophy final on Saturday, as well as speaking on 'Multipurpose coatings' and chairing the Spectech™ Forum on Sunday.

We have a much bigger and better exhibition and I would like to take this opportunity to personally thank all our industry partners for making this event even brighter than last year. It has been a challenging year for many of us and investing in a conference stand and sending staff to Brighton was not in the forefront of the minds of many manufacturers earlier on in the year, especially with the chance to exhibit at Oprofair as well. However, as I write we have already increased the exhibition size by 75% which is great news. I would urge you to make time to visit the stands in the exhibition halls and show your appreciation and support by visiting each of our partners, by networking and socialising with the company representatives, by finding out what's new and of course using your buying power. We have many new faces at this year's ABDO conference, including overseas visitors who are supporting us for the first time. I hope that they will have a successful conference and will want to be regular visitors to our annual event.

In tune with the UV protection theme and the fact that we are at the seaside, Luxottica have generously sponsored an indoor beach in the exhibition area to keep you in the holiday mood while you are gathering knowledge. There's also a Fender Stratocaster guitar up for grabs in their 'Ray-Ban Beach' prize draw.

We have moved two of the popular events from last year's programme into the plenary session. **Optical Question Time** will give delegates the chance to air their views and pose questions on burning topics to a panel of experts from the profession. For those of you who would like to submit a question, anonymously or not, there is a form in your delegate pack. Please take the time to fill this out and hand it in at the conference reception desk. Let's have a lively debate about the future of optics as a whole as well as the future of dispensing opticians. The second event is the **Spectech™ Forum** where international industry leaders in materials, spectacle lens and frame design will be on hand to give you the inside information on the latest developments.

We are bringing you a new concise conference programme in response to delegates' wishes for a more condensed format this year. The programme is varied with many nationally and internationally



acclaimed speakers. In relation to the conference lectures, if you are at the conference from Saturday through to Monday, by attending as many CET lectures as possible (including the LV workshop) you will be able to acquire 10.5 CET points, in addition a further 2 CET points can be gained from a special Replay Learning CD which has been generously sponsored by **Johnson & Johnson Vision Care**. So each delegate has the opportunity of gaining a total of **12.5 CET points**.

We are most grateful to Silhouette for stepping up to the mark once again and bringing their Style Clinic and Exclusive Style and Beauty Programme to the ABDO conference. It is an opportunity to not only gain valuable CET points by visiting them but to also enjoy a number of activities including makeovers and eye yoga!

The ABDO conference wouldn't be the must-attend event of the optical calendar if it wasn't for the social programme. A Welcome Cocktail Party will be hosted by **Essilor** on Saturday evening; this will also be a 50th anniversary celebration for the launch of the first Varilux lens, so I am confident that this will get things off to a sparkling start. The climax to the conference networking events is the magnificent Gala Dinner generously sponsored by **Transitions Optical**. We hope that you will be swept away by the ambiance and the talented artists we have secured for the evening's entertainment. If you have partied too hard on Sunday evening, then to help you get back into the mood for CET and visiting the exhibition, our friends from **See20/20** have sponsored a hangover breakfast comprising bacon sandwiches and an invigorating oxygen bar.

The final keynote speaker Johnny Apples is not only a sales and marketing consultant, but also a stimulating and entertaining speaker. Over the past 20 years he has helped hundreds of professionally qualified people to become better business people and realise their true income making potential. His methods have been described as unconventional, unorthodox and sometimes even

a little 'oddball' (changing his name to Johnny Apples by deed poll being a good example!) ... but they get better results, quicker and for less money than the traditional 'run-of-the-mill' textbook techniques that many professionally qualified people are uncomfortable using.

The conference will conclude with the President's farewell address, followed by lunch which will provide an opportunity to say goodbye to your friends and colleagues prior to your homeward journey.

As you can see there are an abundance of spectacular activities planned and it would not be the event it is without the tireless efforts of the following people: Michael Potter, Barry Duncan, Paula Stevens, Katie Docker and Sheila Hope from ABDO and the magnificent Alan Smith, Chris Smart and team from Event Exchange.

Finally I would like to thank you for supporting your Association and coming to our annual event. I sincerely hope that you enjoy the conference, networking events and exhibition. Particularly for younger members and all those attending for the first time, I also hope you will experience the unique strengths of our Association, make new friends and that in years to come you will reflect that just a few days in Brighton helped to develop your career and enhance pride in what you do.

It's now time to get out of the sun and join the rest of the family who are getting out of the water.

I look forward to meeting as many of you as possible over the weekend.

Enjoy!

Elaine Grisdale FBDO
Head of Professional Services

abdo Brighton
Conference and Exhibition 2009
We have a brighter vision • 3-5 Oct

Friday 2 October 2009

11.00	Pre-conference President's Golf Tournament - The Hill Barn Golf Club, Nr. Worthing Bacon sandwiches and coffee on arrival
12.00	18 holes of golf - 4 ball tee off at 10 minute intervals
18.00	Three course dinner

Saturday 3 October 2009

9.30	ABDO v VAO Football match - King Alfred Sports Centre, Hove
12.00 - 18.00	Registration and help desk open - in The Sussex Lounge
13.00	Exhibition and Lunch - in the Exhibition Halls The exhibition halls open with a welcome lunch
14.30 - 16.30	Essilor Challenge Trophy final - in The Clarence Room Everyone is welcome to attend, come along to the pre-final drinks reception and then test your knowledge against today's students and win spot prizes
15.00 - 16.00	ABDO Board Meeting - in the Library
16.30 - 17.00	Exhibition and Coffee - in the Exhibition Halls
17.00 - 18.00	ABDO AGM - in The Ambassador Room Followed by the ABDO Benevolent Fund AGM
18.00	Exhibition closes for the day
19.30 - 21.30	Welcome Cocktail Party - in The Regency Suite - Sponsored by Essilor With special honorary guest Bernard Maitenaz

Sunday 4 October 2009

8.30 - 18.00	Registration and help desk open - in The Sussex Lounge
8.30	Exhibition and Coffee - in the Exhibition Halls The exhibition halls open with a welcome coffee session
9.15 - 9.30	Official ABDO opening presentation - in The Oxford Suite
9.30 - 10.30	Keynote lecture Low Vision workshop
	The Oxford Suite The Buckingham Room
	The Ocular Effects of UV Introductory interactive Low Vision workshop and demonstration
	Professor John Marshall Nicholas Black BSc FBDO CL (Hons) C-11970, EV-22494 1 CET point Stephen Golding FBDO (Hons) LVA Sarah Routly FBDO (Hons) LVA Sally Williams FBDO (Hons) LVA C-12109, EV-22702 2 CET points
	Keynote speaker: Professor John Marshall, Frost Professor of Ophthalmology and Chairman of the Academic Department of Ophthalmology of St Thomas' Hospital and scientific adviser to the National Eye Research Centre
10.30 - 11.00	Exhibition and Coffee - in the Exhibition Halls
11.00 - 12.30	2009 Spectech™ Forum - in The Oxford Suite
	Chairman: Mo Jalie
	Keynote speakers: Andrea Dorigo - Luxottica Frédéric Lefranc - PPG Optical Materials & Coatings Gilles LeSaux - Essilor Physiological Optics Department Peter Ziemann - PixelOptics
	C-11944, EV-22444 1.5 CET points

All ABDO Conference CET points are suitable for dispensing opticians and optometrists

12.30 - 13.30 Optical Question Time - in The Oxford Suite

Chairman:	Glenn Tomison
Panellists:	Barry Duncan - President, Association of British Dispensing Opticians John Fried - Master, The Worshipful Company of Spectacle Makers Jon Levett - Deputy Registrar, General Optical Council Geoff Roberson - Professional Advisor, AOP (Association of Optometrists) Alan Tinger - Chairman, LOCSU (Local Optical Committee Support Unit)

12.30 Exhibition and Lunch - in the Exhibition Halls

14.30 - 16.30 Lecture programme

	The Balmoral Room	The Clarence Room	The Buckingham Room
14.30 - 15.30	Multipurpose coatings Professor Mo Jalie SMSA FBDO (Hons) HonFCGI HonFCOptom MCMl C-11488, EV-21287 1 CET Point	Signs & symptoms of eye disease Peter Charlesworth BSc MCOptom C-11489, EV-21288 1 CET Point	
15.30 - 16.30	Photochromic and Polarising Tints Stephen Freeman BSc(Hons) MCOptom FBDO (Hons) Cert Ed C-11701, EV-217031 1 CET Point	Modern varifocal evolution: Betamax to Blu-ray vision Andy Hepworth BSc FBDO C-11124, EV-21555 1 CET Point	Introductory interactive Low Vision workshop and demonstration Nicholas Black BSc FBDO CL (Hons) Stephen Golding FBDO (Hons) LVA Sarah Routly FBDO (Hons) LVA Sally Williams FBDO (Hons) LVA C-12109, EV-22704 2 CET points

16.30 - 18.00 Exhibition and Coffee - in the Exhibition Halls

18.00 Exhibition closes for the day

19.15 - 20.00 Drinks Reception - in the Exhibition Halls

20.00 - 01.00 Gala Dinner and Party - in The Oxford Suite - Sponsored by Transitions Optical

Featuring singer and entertainer Howard Wing as Master of Ceremonies

22.00 onwards After dinner entertainment

Monday 5 October 2009

8.30 - 14.00 Registration and help desk open - in The Sussex Lounge

9.30 Exhibition Halls open

9.30 - 10.30 Hangover Breakfast - in the Exhibition Halls - Sponsored by See20/20

10.30 - 12.30 Conference lecture programme

	The Balmoral Room	The Clarence Room
10.30 - 11.30	Future Vision (for Dyslexia & Visual Stress) Kate McMahon BSc(Hons) MCOptom FBDO MASC C-11432, EV-21222 1 CET Point	Essential Contact Lenses for DOs Keith Cavaye FBDO (Hons) CL SMC(Disp) FBCLA and Angela Mc Namee BSc(Hons) MCOptom FBDO (Hons) CL FBCLA Cert Ed C-11430, EV-21221 1 CET Point
11.30 - 12.30	The Future Revalidation of Dispensing Opticians Jon Levett BA(Hons) MA MSc PhD Deputy Registrar General Optical Council	Now You See It, Now You Don't Low Vision Lecture Dr Scott Mackie PhD BSc (Hons) MCOptom MFDO AB C-11525, EV-21370 1 CET Point

12.30 - 13.30 Keynote lecture - in The Oxford Suite

Bright New Ideas for Marketing Your Practice - without money!!

Johnny Apples
C-11986, EV-22533 1 CET point

13.30 - 13.45 President's closing address - in the Oxford Suite

13.45 - 14.30 Exhibition and Lunch - in the Exhibition Halls

14.30 The 2009 ABDO Conference and Exhibition closes

Silhouette Style Clinic

The Durham Gallery

The Exclusive Style & Beauty Programme

Rimless Aesthetics

The aim of the training/presentation is not to convert the delegates into style consultants, but to inform them of points to consider when dispensing and of the vast possibilities available to the consumer and the eye-care professional when dispensing rimless eyewear. The presentation will also add a new dimension to the dispensing process, staff training, and the positioning of rimless eyewear and essentially allow the delegate to differentiate from competitors.

Vision Performance and Safety in the Winter Sports Environment

adidas eyewear, a division of Silhouette UK Ltd, undertook pioneering research in winter sports to determine what ultimate eyewear and lens technologies ensure performance at the highest level. Higher visual risks exist whilst undertaking in winter sports to astonishing degrees. A guide is compiled to indicate what visual qualities are important in sports; ocular health implications associated to outdoor sport and high energy wavelength light; working mechanics and performance benefits of sport tinted lenses; important qualities sport's eyewear should offer to the athlete, and what prescription compatible options are available from adidas eyewear.

Results 85% of mountain guides and instructors suffer chronic dry eye more than once a week, and yet the increased risk associated with increased UV levels are not widely known. The importance of eyewear fit and wrap is also crucial for adequate protection, otherwise photokeratitis is still possible whilst using eyewear. The adidas LST lenses enhance vision even with low contrast backgrounds found on snow because chromatic aberration is halved. UV and blue light can cause serious ocular health implications to athletes spending time outdoors. adidas eyewear offers many fit features to ensure maximum performance during sport and the entire sports range has a prescription solution available.

Conclusions: There are quantifiable relationships between vision and the use of sport tinted lenses to increase visual performance and maintaining contrast sensitivity. It is important to use the correct tint at the right time to ensure maximum performance. The adidas sun lenses reduce chromatic aberration by half, which has a positive performance benefit and is used by many Olympic competing athletes.

Ben Ashlin BSc

Sports Marketing Manager for adidas eyewear UK and Ireland.

Ben Ashlin is responsible for developing and researching eyewear technologies with athletes to ensure performance at the highest level. Close relationships exist with sport vision organisations and visual research centres such as Loughborough University for example. Extensive athlete knowledge is gained through involvement with the British Olympic Association, England Cricket Teams, European Tour golf, British Cycling, British Triathlon, Ireland cricket team, London and Dublin Marathons, and UK Athletics. Having not come from an optical background, optical knowledge derives from working in the industry at Silhouette and through working at the pinnacle of sports aiding athlete's vision qualities.



Saturday 3 October

- 14.30 Rimless Aesthetics**
Erin Walsh & Pauline Voce - Silhouette
C-12112, EV-22708 1 CET point
- 15.30 Vision Performance & Safety in the Winter Sports Environment**
Ben Ashlin BSc - adidas eyewear
C-12215, EV-23020 1 CET point
- 16.30 Make-up demo**
Duration: 30 - 45 minutes

Sunday 4 October

- 09.30 Rimless Aesthetics**
Erin Walsh & Pauline Voce - Silhouette
C-12112, EV-22708 1 CET point
- 10.30 Make-up demo**
Duration: 30 minutes
- 11.30 Vision Performance & Safety in the Winter Sports Environment**
Ben Ashlin BSc - adidas eyewear
C-12215, EV-23020 1 CET point
- 14.30 Rimless Aesthetics**
Erin Walsh & Pauline Voce - Silhouette
C-12112, EV-22708 1 CET point
- 15.30 Vision Performance & Safety in the Winter Sports Environment**
Ben Ashlin BSc - adidas eyewear
C-12215, EV-23020 1 CET point
- 16.30 Make-up demo**
Duration: 30 - 45 minutes
- 17.30 Eye-brow shape demo**
Duration: 30 minutes

Monday 5 October

- 09.30 Eye yoga**
Duration: 2 sessions of 30 minutes
- 10.30 Vision Performance & Safety in the Winter Sports Environment**
Ben Ashlin BSc - adidas eyewear
C-12215, EV-23020 1 CET point
- 11.30 Rimless Aesthetics**
Erin Walsh & Pauline Voce - Silhouette
C-12112, EV-22708 1 CET point
- 12.30 Vision Performance & Safety in the Winter Sports Environment**
Ben Ashlin BSc - adidas eyewear
C-12215, EV-23020 1 CET point



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Association of British Dispensing Opticians

Bernard Maitenaz

The man who revolutionised dispensing optics

Elaine Grisdale pays a personal tribute and provides a brief overview of the career of a truly remarkable man



ABDO is proud to welcome Bernard Maitenaz the pioneer of progressive lenses as the Association's special honorary guest at the 2009 ABDO Conference and Exhibition. He will present at the Welcome Cocktail Party, sponsored by Essilor, which will take place on Saturday evening to celebrate the 50th anniversary of Varilux, the lens he invented.

Bernard Maitenaz was born in Joinville near Paris in the 1920s. He fell into optics by chance since his career of choice was mechanical engineering, which in later interviews he attributed to enabling him to see his way to becoming the inventor of the progressive lens. The chance to train in optics came when he completed his mechanical engineering course in two rather than the prescribed three years. With a year to spare and a place available, it was suggested to him that he might like to transfer to an accelerated course at France's Ecole Nationale Supérieure de l'Optique from which he graduated with a high standard optical engineer's qualification. With dual qualifications in hand he joined the research and development department of Essel (Société des Lunetiers) at the same time the globally respected company with its fellow French giant Silor (Société Industrielle des Lunetterie) was later to become Essilor. Bernard Maitenaz was starting out at a time when companies were facing the challenges of operating in post-war France. The country was working itself along the road to recovery in a Europe ravaged by war.

In interviews Mr Maitenaz has explained that it was his lack of optical background (physiological optics that is) that made him refuse to concede to the concept that no alternative to the bifocal could be possible. It was his background in mechanical engineering that he insisted helped him envisage a type of lens surface that might provide an alternative. He used his dual background to resolve the problem. The optician in him knew how to set out the optical problem and make the calculations necessary to solve it, whilst his mechanical training allowed him to design and build the necessary machines to make the design. He initially worked alone on the project in his own time, against a backdrop of sceptical head shaking amongst his superiors and departmental heads. It was not until 1953 that the first patent, the first in a long series of Varilux patents was applied for. It consisted

of a relatively simple description of the lens which was launched six years later. If "leisure time" had been the most important reward for Mr Maitenaz then Varilux would doubtless not have been born. It was because he was convinced that it was possible to develop a progressive surface and arrogant enough to ignore the received wisdom in ophthalmic optics that he gave up, without a qualm, all his free time. Working evenings, and most weekends at home often during vacations as well, doing the complex calculations by hand that the absence of computers made necessary, he demonstrated how the creative use of "leisure time" is the best way to achieve personal fulfilment and meet the challenge he had set for himself: to create a "useful" innovation.

He was very close to his team. Even though he worked alone on the concept and in the greatest secrecy, nothing would have been possible without the enthusiasm and passion that drove those with whom he worked every day, from those who developed the machines to those who knew how to overcome the reticence of the market. Mr Maitenaz wanted noted that nothing is impossible for those with a passion for innovation and the culture of enterprise. He believed in a company culture in which the spirit of solidarity carried the day over individual ambition and faith in the "product" over the religion of profit. In those days Mr Maitenaz instigated, VALOPTEC (which still exists) - where all the employees of Essilor got to share in the success of the company. They developed a savings scheme where employees from every level would choose to put in a proportion of their salary each month which Essilor would match and then the money would go to buy the individual shares in the company thus reinforcing the family spirit.

In 2000 I accompanied Mr Maitenaz and his charming wife Genevieve to Montreal, where he had previously received the Doctor Honoris Causa from the University of Montreal in 1993, and was now guest of honour at the inauguration of the Essilor Chair for Research. During the trip I listened to Mr Maitenaz deliver a presentation about the evolution of Varilux and the different generations which he entitled 'The Human Adventure of Varilux'. It was not the story of one man's discovery, but was a celebration of the collective efforts and teamwork of collaborators at all levels and from many different disciplines, spread around the globe over many years. I was witness to a master class in leadership and efficiency.

Varilux is today the most-often sold progressive lens in the world. Ten pairs are estimated to be sold every minute. Half of all the progressive lenses worldwide are Varilux. There is a new Varilux lens wearer every four seconds worldwide. There are more than 400 million Varilux wearers worldwide. Today Varilux is distributed in over 100 countries.

Mr Maitenaz has undoubtedly changed the lives and fortunes of spectacle wearers and opticians alike and ABDO is delighted to have a living legend like him come to its conference - an influential but

very humble, shy, genuinely decent and lovely person. Just like we attempt to do at ABDO, Mr Maitenaz, promoted the family spirit in the company which I was fortunate to be a part of. I think once you have experienced the culture he developed as I have, it is difficult not to still think of him as a father figure or to think of Essilor as your family.

I would be working late on the third floor in 1989 when I first arrived in Paris. I was catching up as I had nothing in particular to go home to, except watch French TV, which I didn't understand. I only spoke pigeon French and so wanted to keep up by doing extra work - dictionary by my side. He would come down from the sixth floor and walked through the corridors from time to time to catch people he needed to talk to before they left and he'd pop his head around my door and be encouraging and courteous.

The week I was leaving in August 2001, he was no longer President but was Honorary President so he no longer had a day to day role in the business. He had a second home on the Cote d'Azur in Vence which is where he was for the summer. He found out it was my last week and flew all the way to Paris to take me to lunch to say goodbye and then flew back again - he didn't tie in meetings or anything else. It was a simple gesture but a measure of the man who wanted to say a personal thank you and that he had really appreciated the times we'd travelled together giving presentations (not often), the fact I had created Varilux University and lots of other things. That simple gesture has always meant an awful lot to me. Up until then, I was just a small cog in an awfully big machine but that day, I felt like a star. We continue to correspond by email today and it is with great personal delight (and something I consider a milestone my career) that I am able to welcome him to our conference in Brighton on behalf of ABDO.

References: I would like to extend my acknowledgments and thanks to Essilor for the biographical data provided from an article recently published in 'Points de Vue' and to Jean Charles Le Roux author of 'The Varilux Epic' for added information.
Elaine Grisdale

spectech™

11.00, Sunday 4 October - in The Oxford Suite

C-11944, EV-22444 1.5 CET points

Following its successful introduction last year, the SpecTech™ forum will feature new manufacturing innovations and how they can be applied to retail optics.

ABDO has brought together four international speakers who will cut through the marketing jargon and get to the heart of the matter through objective comment. It is often unfortunately true that the many decision makers in retail optics are slow to fully embrace the benefits that manufacturing innovation has to offer. As a consequence there is a missed opportunity to capitalise on new sales opportunities, this is something that cannot be ignored particularly in the current economic climate.

The SpecTech™ forum is designed to make information about new technologies, materials and design concepts more accessible and relevant, thereby assisting opticians in confidently recommending them and enhancing the quality of their dispensing to their patients.

Chairman - Professor Mo Jalie



Keynote speakers

Andrea Dorigo MBA (Bocconi University) is the European sales manager for the Luxottica Group. He was previously brand director at Safilo and management consultant at McKinsey & Company.



Frédéric Lefranc started his career with Essilor International in 1982 with several positions in the International department of the company, especially opening the eastern European market, after managing the Swedish local company. Since 1995, he has worked in the PPG optical business unit, accountable for the sales of monomers and coatings to European lenscasters, and was for three years sales director for Transitions in Europe. In his current role, in addition to sales development of monomer, he is accountable to develop the Trivex material awareness by European ECPs.



Gilles LeSaux is the head of Essilor International R&D directing the development of modern day cutting edge ophthalmic lens correction. Through the use of a dioptric loop system over recent years Essilor have launched many premium lens designs and coatings including Varilux Ipseo new edition, Varilux Physio f-360 & Crizal Forte to name but a few. With the eagerly awaited launch of the next generation of personalisation in 2010, Gilles will highlight the techniques employed in its development.



Peter Ziemann is PixelOptics' director of European sales and distribution. Senior positions include Essilor of America from 1997 to 2008, first as vice president of laboratory technologies, and then as director of retail operations and laboratory services since 2004. He started his optical career in 1980 as a board member of Henley Optical Group, a 120-store optical retail chain based in the northwest of England. In 1989 he became the UK services director for Dollond & Aitchison Opticians PLC in Birmingham, England, providing service-related support to the 850-store optical chain including buying, manufacturing, logistics, warehousing and forecasting, also being a member of the Dollond & Aitchison international buying. Peter Ziemann is a past chairman of the Comprehensive Manufacturer and Reflection Free Council, both associations of the Federation of Manufacturing Opticians, in the UK.

Low Vision Workshop

Sunday 4 October - in The Buckingham Room

Introductory interactive Low Vision workshop and demonstration

Duration: 1 Hour, with sessions at:

9.30 - 10.30 C-12109, EV-22702 - 2 CET points

15.30 - 16.30 C-12109, EV-22704 - 2 CET points

The workshop will be conducted by Nicholas Black BSc FBDO CL (Hons), Stephen Golding FBDO (Hons) LVA, Sarah Routly FBDO (Hons) LVA and Sally Williams FBDO (Hons) LVA.

Delegates will participate in a hands-on practical low vision hardware workshop by visiting each of four 'low vision stations' in different parts of the room, which will run simultaneously during the one hour session. Each station will be manned by a Low Vision Optician who will explain, demonstrate and answer questions.

Topics to be covered:

- Near vision appliances (e.g. magnifiers)
- Distance vision appliances (e.g. telescopes)
- Electronic appliances (e.g. CCTV)
- Non-optical appliances (e.g. lamps and filters)

The aim of the Low Vision workshop is to provide opticians with the knowledge and skills to offer their patients low vision advice on how to use a wide range of appliances to their best advantage. Those attending will be introduced to methods of low vision techniques through practical demonstration and discussion. Participants will have the opportunity to become familiar with the appliances enabling them to gain the confidence needed to advise in the workplace. The skills and knowledge obtained through the workshop will become an important part of low vision practise as emphasis towards community based low vision provision expands.

The Low Vision workshop is sponsored by

>> Edward Marcus Ltd

Edward Marcus Ltd is the UK's premier supplier of magnifiers and low vision aids, established in 1945. Being the Coil Master distributor for the UK and holding the largest stocks of Coil & Eschenbach magnifiers within the UK, we already supply to most hospitals, schools, optometrists, opticians, low vision schemes and in addition are also the sole supplier of low vision aids to the Welsh Assembly Low Vision scheme, the PK National Eyecare Group and Sight Care Services.

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Email sales@norville.co.uk Website www.norville.co.uk

>> Optelec Limited

Improving the quality of life of visually impaired and dyslexic people - reaching out with simple and effective solutions.

Optelec provide a wide range of low vision solutions to assist with reading and writing.

The award-winning Compact+ will be on display, offering a wide magnification range, superior image quality, and, is small enough to fit into a pocket or handbag. The ClearView+ desktop video magnifier will also be on display, offering powerful magnification in a simple one-button design.

In addition to this, demonstrations are available of the CleaReader, and audio text-reading machine that can scan and read aloud your printed letters, newspapers and magazines.

Contact details

Optelec Limited
2 Millfield House, Woodshots Meadow, Croxley Green Business Park, Watford, Hertfordshire WD18 8YX
Freephone 080 8090 8090
Email info@optelec.co.uk Website www.optelec.co.uk

By putting ourselves into each of your patients shoes -



we can create a personalised progressive lens for every individual.

Hoyalux iD MyStyle is Hoya's new, truly personalised progressive design within the Hoyalux iD FreeForm Family.

By taking into account your patient's lifestyle requirements, previous lens design and prescription, Hoyalux iD MyStyle technology can create a personalised progressive lens for every individual.



Edward Marcus Ltd

Association of British Dispensing Opticians



To find out more about Hoyalux iD MyStyle and the iD FreeForm Family, please visit the Hoya Stand, Hall 4.

HOYA

Johnny Apples started his sales and marketing consulting practice at the age of 24 after seven years as a financial services professional. In the last 20 years he has helped hundreds of professionally qualified people to become better business people and realise their true income making potential. His methods have been described as unconventional, unorthodox and sometimes even a little 'oddball' (changing his name to Johnny Apples by deed poll being a good example!) ... but they get better results, quicker and for less money than the traditional 'run-of-the-mill' textbook techniques that many professionally qualified people are uncomfortable using.



KEYNOTE LECTURE
Bright new ideas for marketing your practice – without money

12.30, Monday 5 October - in The Oxford Suite
If sales and marketing isn't your 'thing'... then this seminar is definitely for you! After attending this seminar you'll spend less time on marketing but get better results so that you can actually spend more time doing the work that you love to do (and bring in the money!).



Keith Cavaye is currently working as an independent locum contact lens optician and consultant. For nine years he was a sessional lecturer at

Anglia Ruskin University. His previous positions include professional services manager at Indigolighthouse Group, contact lens product manager at Dollond & Aitchison and contact lens services manager at Boots Opticians. He is also a British Contact Lens Association council member, ABDO Board member and past GOC council member, still serving on various GOC committees. Other optical interests include ABDO contact lens practical examiner, member of the contact lens committee and chairman of ABDO CET committee. He has published various articles on contact lens related subjects.

Essential Contact Lenses for DOs
10.30, Monday 5 October

Way back in 2004, The General Optical Council approved and published revised core competencies for registration as dispensing

opticians. What does this mean for about 4,000 of the 5,000 DOs who are not also registered as contact lens opticians? That the public should expect them to be up to speed on general contact lens knowledge and in particular have an understanding of signs and symptoms of serious contact lens complications. Although only basic level is required, the topic is broad, covering contact lens types, materials, removal methods, solutions and an understanding of aftercare regimes. Are you 'up to speed' for your public?



Peter Charlesworth is an optometrist and managing director of Replay Learning. He is a former examiner and councillor of the College of

Optometrists, a member of the GOC's Fitness to Practise Committee and holds an MSc in Investigative Ophthalmology and Vision Science from the University of Manchester. He was Boots Opticians tutor/practitioner at the University of Bradford for seven years. His duties there included teaching the Law and Management module to final year students and a clinical investigative techniques module to the second year. Peter has worked in many types of optometric practice from high street to hospital. His specialist interests include the law relating to optometry, optometric investigative techniques and ocular disease and its management.

Signs and symptoms of eye disease

14.30, Sunday 4 October

A look at the signs and symptoms of common eye disease: this straight-forward review will relate the signs and symptoms reported by patients to the underlying pathologies, going back to ocular anatomy to explain why the symptoms occur and suggesting a best course of action in each case. Conditions to be covered include cataract, glaucoma, retinal detachment, vascular conditions and a number of anterior eye conditions.



Stephen Freeman is currently working as an optometrist in local practice, also providing learning support to multiples' clinical training

programmes and ABDO. Until going it alone in November 2008 Stephen was the clinical development optometrist for Dollond & Aitchison, a role combining working in practice and organising

and teaching a variety of courses for the company's student DOs, CLOs and pre-registration optometrists. Having been involved in similar teaching areas for over 20 years, he was formally senior lecturer in visual optics at City & Islington College and a visiting lecturer at City University. He is a practical examiner for both ABDO and the College of Optometrists.

Photochromic and polarising tints

15.30, Sunday 4 October

This lecture will trace the development of photochromic and polarising ophthalmic lenses. The first photochromic glass lenses appeared in the 1960's but it was another decade before technology allowed for fast-acting glasses to be produced. It took much longer to develop a plastics photochromic lenses which again although first appeared in the 1970's, it was not until 1990 that a successful plastics lenses comparable in performance to glass was available. The properties of both glass and plastic materials including how they work and perform will be discussed. Polarising lenses have also been available for many years and like photochromic materials also have their origins in the photographic industry. Key developments of this type of tint are outlined. The protection offered by these tint forms from harmful radiation will be covered. Also included will be some of the currently available options which even combine both photochromic and polarising properties.



Andy Hepworth graduated from APU in 1996 with an honours degree in Optical Management and following two years in practice

management joined Essilor Ltd. Since 2003 he has been working as Essilor's professional relations manager, a role that includes delivering presentations to optical universities and colleges along with CET to optical professionals.

Modern varifocal evolution: Betamax to Blu-ray vision

15.30, Sunday 4 October

The advent of free-form (digital) surfacing has bought evermore options to the practitioner in relation to improved optical performance. This presentation will consider the recent developments in varifocal lens design and consider the full range of features now available within the UK market and how these translate into wearer benefits.



Mo Jalie is Visiting Professor in Optometry to the optometry course at the University of Ulster in Coleraine and to the post

graduate facility in Paris, Varilux University. He also works as a consultant to the ophthalmic industry. He was the head of department of applied optics at City & Islington College from 1986 to 1995 where he taught optics, ophthalmic lenses and dispensing from 1964. He is recognised as an international authority on the design of spectacle lenses and has written several books including 'Principles of Ophthalmic Lenses', first published in 1967 and now in its fourth edition, which is recognised as a standard text on the subject and has been translated into Mandarin. His most recent book, 'Ophthalmic Lenses & Dispensing' is in third edition and has been translated into Russian. He is the author of some 200 papers on ophthalmic lenses, contact lenses, intra-ocular lenses and dispensing and a consultant editor to the Optician magazine. He holds patents for aspheric spectacle lenses and intra-ocular lenses. He has also produced several educational CDs.

Multipurpose coatings

14.30, Sunday 4 October

The modern coated spectacle lens is a complex system comprising a substrate with a number of other layers attached to each surface. These layers are multipurpose in the sense that they provide absorptive or reflective properties to the surface, protective and hydrophobic properties and, usually, anti-reflective properties to the surfaces of the lens. This presentation reviews the purpose of the various coatings, how they work and how they have developed over the last 40 years.



Jon Levett is the director of standards and education and deputy registrar at the General Optical Council. Jon

joined the GOC in 2006 as Director of Standards. He was previously head of education at the Architects Registration Board, the regulatory body for architects in the UK. Jon has a BA (Hons) from the University of Hull, an MA from the University of York, and an MSc and PhD from the University of London.

The Future Revalidation of Dispensing Opticians

11.30, Monday 5 October



Scott Mackie is both a dispensing optician and an optometrist and manages two practices. He is part of a low vision community eyecare

scheme; running an LVA clinic in hospital and he previously taught undergraduate students in a council visual impairment clinic.

Now you see it, now you don't

11.30, Monday 5 October

Do you want to enjoy your job more? Do you want to make more money? Do you want to increase your patient base? Are you up for a rewarding challenge? If you said no to any of these questions please go to another lecture. However, hopefully you said yes, yes, yes and yes so please turn up and prepare to be entertained on, let's face it, what most of us think is a boring topic "Low Vision" But names can be so misleading can't they? 'Now you see it, now you don't'!



Professor John Marshall is the Frost Professor of Ophthalmology and Chairman of the Academic Department of Ophthalmology, at St

Thomas' Hospital, and was formerly Sembal Professor of Experimental Ophthalmology at the Institute of Ophthalmology from 1982-1991. His research over the past forty years has ranged over a number of ocular problems but has concentrated on the inter-relationships between light and ageing, the mechanisms underlying age-related, diabetic and inherited retinal disease, and the development of lasers for use in ophthalmic diagnosis and surgery. He is currently the Chairman of the Medical and Scientific Advisory Board and Trustee of the British Retinitis Pigmentosa Society, and until 1995 he was Co-Chairman of the Medical and Scientific Advisory Board of the International Retinitis Pigmentosa Association. He is the scientific adviser to the National Eye Research Centre. He is a Fellow of the Royal College of Pathologists, also an Honorary Fellow of the Royal College of Ophthalmologists, an Honorary Fellow of the College of Optometrists, a Fellow and Director of the Laser Institute of America, a Fellow of the Royal Society of Arts and an Honorary Fellow of Cardiff University.

KEYNOTE LECTURE

The Ocular Effects of UV

9.30, Sunday 4 October - in The Oxford Suite



Kate McMahon initially qualified as a dispensing optician and went on to get her degree at Bradford University. An interest in contact lenses led her to her

pre-registration year at Kemps Contact Lenses in Manchester (later The Eye Clinic & now part of Optical Express). She has kept in touch with her roots, being an associate member of the ABDO and also a tutor for the distance learning course. Long term married, with a grown up daughter plus a menagerie of animals, and an interest in children's vision led her to develop a system to help those with reading difficulties.

Future Vision - For Dyslexia & Visual Stress

10.30, Monday 5 October

Literacy, or rather the lack of it, is always a headline grabber. With the demise of pre-school screening a vacuum has been created regarding eyecare for the nation's schoolchildren. Optometrists and dispensing opticians are ideally placed to fill this essential service. General NHS eye examination screening means it is possible to pick up many of those suffering with dyslexia and visual stress who would otherwise have gone undetected. Sadly the NHS will not recognise, much less fund, the need for further help. This presentation aims to give an overview of dyslexia, signs & symptoms as an aid to recognition and point the way to a simplified, easy to use system that is fun for the patient, viable, successful and in these harsh economic times, within the reach of most families. It is proposed to offer a new, holistic approach that will benefit both patient and practice alike.



Angela McNamee originally qualified as a dispensing and contact lens optician, before taking up a post as a lecturer in dispensing and contact lenses at

City and Islington College. On leaving the College she worked as contact lens optician, eventually resuming her studies and qualifying as an optometrist.

She is an ABDO theory and practical examiner in contact lenses and dispensing, and principal examiner in The Basic Principles of Contact Lens Wear. She also serves on the ABDO journal advisory and contact lens committees, and has authored several articles on contact lenses and the anterior eye. Angela currently works as an independent locum optometrist and contact lens practitioner.

Essential Contact Lenses for DOs

10.30, Monday 5 October



Annual General Meetings

17.00, Saturday 3 October - in The Ambassador Room

Association of British Dispensing Opticians

Agenda

1. Receive apologies for absence.
2. Receive and approve the Minutes of the 2008 AGM.
3. Consider any matters arising.
4. Receive the President's Report.
5. Appointment of Board - report of elections to the Board.
6. Consider and approve the Report of the Board and adopt the Audited Financial Statements of Accounts for the Association.
7. To reappoint Burgess and Hodgson as Auditors in accordance with the Companies Act 1985. To authorise the Board to make appropriate remuneration.
8. To consider any other relevant business.

In accordance with article 23 of its Articles of Association, ABDO has received the following proposed rule changes from Mr Richard Harsant FBDO (Hons) CL (Hons) LVA.

Resolution 1

That the name of the Company be, and is hereby, changed from "The Association of British Dispensing Opticians" to "The Association of British Registered Opticians".

Resolution 2

That the Articles of Association of the Company be, and are hereby, amended by:

2.1 deleting in the definition of the Association Article 1.1 "The Association of British Dispensing Opticians" and substituting "The Association of British Registered Opticians"

2.2 deleting in Article 13.1 "the designatory letters FBDO" and substituting "the designatory letters FBRO"

These proposals will be debated at the AGM and a vote taken.

No votes will be taken on any other matters raised. No resolution relating to Special Business may be brought before the meeting unless notice thereof was given to the General Secretary by Friday 14 August 2009.



ABDO Benevolent Fund

Agenda

1. Apologies.
2. To approve the Minutes of the 2008 AGM.
3. Matters arising.
4. Chairman's Report.
5. Adoption of accounts for 2008.
6. Reappointment of auditors.
7. Election of new committee member.
8. Any other business.



She's got a full schedule. So do her eyes.

- 6:05 - 3-mile run
- 7:26 - Get kids to the bus stop
- 11:00 - Fit patient's first bifocals
- 2:00 - Fit in quick workout
- 3:45 - Update patient database
- 6:15 - Pull together family dinner
- 9:05 - Read story to kids

Even an ordinary day can place extraordinary demands on eyes. That's why the eyewear that you prescribe for your patients—and yourself—starts with the lens material that will always be true to the ever-changing vision needs of everyday life. Trivex® material provides the foundation of crisp, clear vision plus on-demand strength in an ultra-lightweight lens. Learn more at www.ppgtrivex.com.



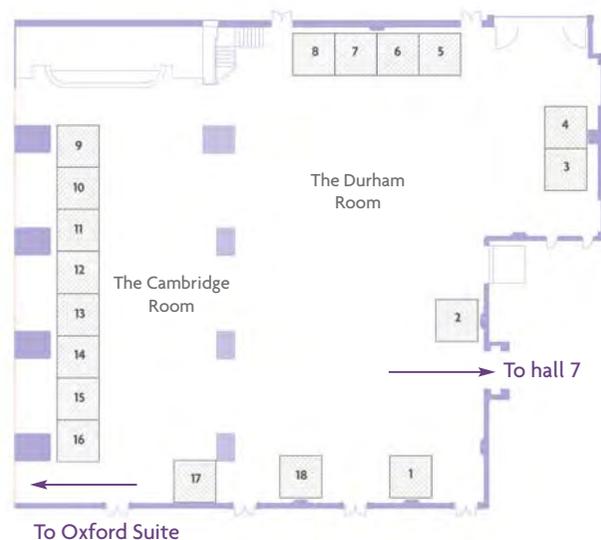
Christa
Eyecare professional
Mom
Triathlete

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The exhibition halls

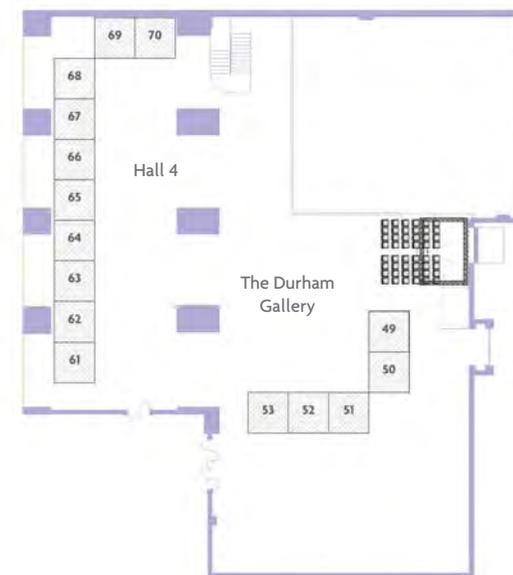
Floor plans

Exhibitor locator



The Cambridge and Durham Room

- 1 The Worshipful Company of Spectacle Makers
- 2 Association of British Dispensing Opticians
- 3 ABDO College
- 4 ABDO College Bookshop
- 5 Continental Eyewear
- 6 Transitions Optical
- 7 Transitions Optical
- 8 SEIKO
- 9 Essilor
- 10 Essilor
- 11 Stepper UK Limited
- 12 Shamir UK Ltd
- 13 Capitol Optical
- 14 BBGR
- 15 Menrad Group
- 16 Carl Zeiss Vision
- 17 Boots Opticians
- 18 See20/20

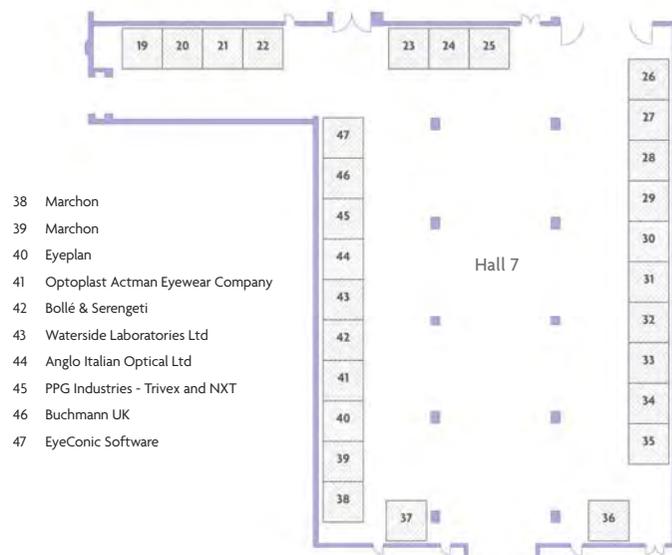


The Durham Gallery and Hall 4

- | | |
|------------------|----------------------------|
| 49 Spectrum Thea | 61 Healthline |
| 50 Topcon | 62 Cerium Group |
| | 63 Mainline Group |
| | 64 Nikon Optical UK Ltd4 |
| | 65 Performance Finance Ltd |
| | 66 HOYA |
| | 67 General Optical Council |
| | 68 Vision Aid Overseas |
| | 69 ToZo |
| | 70 Jai Kudo |

Hall 7

- 19 Optician Magazine
- 20 National Eyecare Group
- 21 LOCSU
- 22 Fashion Eyewear International
- 23 WRX Eyewear
- 24 OT Bookshop
- 25 Eyewear Now
- 26 Lafont
- 27 brillebrille.de
- 28 Eyes Magazine
- 29 Dirty Dog
- 30 Luxottica - Ray-Ban Beach
- 31 Luxottica - Ray-Ban Beach
- 32 PixelOptics Inc
- 33 Cecop
- 34 Mondottica
- 35 Maui Jim
- 36 Replay Learning
- 37 ProDesign Denmark



- 38 Marchon
- 39 Marchon
- 40 Eyeplan
- 41 Optoplast Actman Eyewear Company
- 42 Bollé & Serengeti
- 43 Waterside Laboratories Ltd
- 44 Anglo Italian Optical Ltd
- 45 PPG Industries - Trivex and NXT
- 46 Buchmann UK
- 47 EyeConic Software

A layout of the hotel can be found on the next page

ABDO College	Stand 3 - Durham Room
ABDO College Bookshop	Stand 4 - Durham Room
Anglo Italian Optical Ltd	Stand 44 - Hall 7
ABDO	Stand 2 - Durham Room
BBGR	Stand 14 - Cambridge Room
Bollé & Serengeti	Stand 42 - Hall 7
Boots Opticians	Stand 17 - Cambridge Room
brillebrille.de	Stand 27 - Hall 7
Buchmann UK	Stand 46 - Hall 7
Capitol Optical	Stand 13 - Cambridge Room
Carl Zeiss Vision	Stand 16 - Cambridge Room
Cecop	Stand 33 - Hall 7
Cerium Group	Stand 62 - Hall 4
Continental Eyewear	Stand 5 - Durham Room
Dirty Dog	Stand 29 - Hall 7
Essilor	Stand 9 & 10 - Cambridge Room
EyeConic Software	Stand 47 - Hall 7
Eyeplan	Stand 40 - Hall 7
Eyes Magazine	Stand 28 - Hall 7
Eyewear Now	Stand 25 - Hall 7
Fashion Eyewear International	Stand 22 - Hall 7
General Optical Council	Stand 67 - Hall 4
Healthline	Stand 61 - Hall 4
HOYA	Stand 66 - Hall 4
Jai Kudo	Stand 70 - Hall 4
LAFONT	Stand 26 - Hall 7
LOCSU (Local Optical Committee Support Unit)	Stand 21 - Hall 7
Luxottica - Ray-Ban Beach	Stand 30 & 31 - Hall 7
Mainline Group	Stand 63 - Hall 4
Marchon	Stand 38 & 39 - Hall 7
Maui Jim	Stand 35 - Hall 7
Menrad Group	Stand 15 - Cambridge Room
Mondottica	Stand 34 - Hall 7
National Eyecare Group	Stand 20 - Hall 7
Nikon Optical UK Ltd	Stand 64 - Hall 4
Optician Magazine	Stand 19 - Hall 7
Optoplast Actman Eyewear Co	Stand 41 - Hall 7
OT Bookshop	Stand 24 - Hall 7
Performance Finance Ltd	Stand 65 - Hall 4
PixelOptics Inc	Stand 32 - Hall 7
PPG Industries - Trivex and NXT	Stand 45 - Hall 7
ProDesign Denmark	Stand 37 - Hall 7
Replay Learning	Stand 36 - Hall 7
See20/20	Stand 18 - Durham Room
SEIKO	Stand 8 - Durham Room
Shamir UK Ltd	Stand 12 - Cambridge Room
Silhouette - Style Clinic	The Durham Gallery
Spectrum Thea	Stand 49 - Durham Gallery
Stepper UK Limited	Stand 11 - Cambridge Room
The Worshipful Company of Spectacle Makers	Stand 1 - Durham Room
Topcon	Stand 50 - Durham Gallery
ToZo Ltd	Stand 69 - Hall 4
Transitions Optical	Stand 6 & 7 - Durham Room
Vision Aid Overseas	Stand 68 - Hall 4
Waterside Laboratories Ltd	Stand 43 - Hall 7
WRX Eyewear	Stand 23 - Hall 7

Our sponsors

Main sponsor

>> See20/20

Stand 18 - Durham Room

A breath of fresh air at the 2009 ABDO Conference and Exhibition See20/20 is offering you the chance to boost profits and improve your work/life balance with its See20/20 practice management software. See20/20 provides a simple, cost-effective means of viewing business and customer data at the touch of a button from any location and at anytime. By consolidating all practice records in a single source, See20/20 brings significant improvements in communication, customer service and efficiency - all contributing to bottom line profitability and increased patient care.

There is a plethora of new developments within the See20/20 software that will benefit the small independent through to the larger scale groups. Enhancements to the software have made the patient journey even more slick with the element of theatre being added to the examination and dispensing with the aid of Captiv8 3D animations.

Direct debits are now available for spectacle*, professional services and contact lens sales and provides you the freedom to offer part payment on the high-end items that may sometimes be out of your patients spending threshold. Add these benefits to the creation of your own bespoke eyecare schemes (without the hassle or costs incurred using third party companies for management) and it's a sure fire winner!

For you to really appreciate what positive impact See20/20 could have on you and your business it has to be seen to be believed. So come and see us, have a quick demonstration and afterwards to bring you round after the realisation of what negative impact using inferior systems is having on your business, we have the oxygen bar to clear your mind and steady your feet!

*Direct debits have increased dispensing averages +22% on high-end brands for spectacles sales.

About See20/20

See20/20 is the company's response to a plea for a simple, cost-effective means of viewing business and customer data at the touch of a button. No expensive computer upgrades are required as See20/20 works off the practice's existing hardware (minimum requirements are Internet Explorer 5) and, by consolidating all practice records in a single source, See20/20 brings significant improvements in communication, customer service and efficiency, all contributing to bottom line profitability.

Contact details

See20/20, Pensnett House,
The Pensnett Estate, 2nd Avenue,
Kingswinford, West Midlands, DY6 7PP

To find out more about See20/20 call us on 0845 6120 141 or email paulh@see2020.co.uk or visit us at www.see2020.co.uk

See20/20
Practice Perfection

Main sponsor

>> Silhouette

Style Clinic: Stands 48, 49, 50 & 51 - Durham Gallery

Seeing without boundaries
Looking forward for a new perspective

Silhouette is the world's first eyewear brand to focus considerable energy on the topic of aesthetics and is the world's first eyewear brand to focus exclusively on rimless eyewear. Silhouette respects the wearer's face because each frame wearer is unique; his/her eyewear should be just as unique, and worn with pleasure.

Since the company's conception in 1964, Silhouette has set the pace in the industry. This is all thanks to the company's endless pioneering spirit and innovation covering everything from design to product development, production, marketing and sales.

In cooperation with the renowned make-up artist Mary Greenwell, Silhouette has developed a comprehensive and unique aesthetics concept that will help frame wearers world wide to find harmonious and comfortable eyewear.

Aesthetics refers to the harmonious balance between eyewear and wearer: the emphasis is on the natural beauty and the individual personality. It is the individual and not the eyewear that is the centre of attention. Personal preferences, the wearer's natural beauty, and a great deal of personal comfort are the main concerns.

Rimless aesthetics means 'Seeing without Boundaries'; the pleasure of open, unlimited vision and freedom. Only rimless eyewear designs allow the wearer to enjoy maximum wearing comfort thanks a view uninterrupted by heavy frames; rimless models maximise the view.

The Rimless Aesthetic concept will be presented at the ABDO conference so ensure you come and see us in the exhibition hall.

Contact details

Silhouette UK Ltd, 2 Bath Road, Chiswick, London W4 1LW
Telephone 020 8987 8899
Fax 020 88987 2430
Email office@uk.silhouette.com
Website www.silhouette.com

Silhouette

Main sponsor

>> Transitions Optical

Stands 6 & 7 - Durham Room

For almost 20 years, Transitions Optical, Inc. has demonstrated a commitment to promoting healthy sight and wellness, and over the course of time, we have helped millions of people to help preserve the preciousness of their sight for a lifetime. As the manufacturer of Transitions® lenses – the eyecare industry's most recommended photochromic lenses worldwide – we understand firsthand how vital it is to take steps to ensure that eyesight is preserved for today and tomorrow. That's why we continue to advance photochromic technology to deliver the best possible combination of enhanced visual quality and visual comfort, combined with convenient protection.

Transitions Optical was founded in 1990 and has manufacturing and sales offices located across the globe. Today, we employ over 1,200 workers worldwide and have partnerships with nearly a dozen lens manufacturers to offer over 100 lens options in the fastest-growing categories of lens materials and the most popular lens designs.

The milestones that have shaped Transitions Optical's history include:

- 1990 Transitions Optical, Inc., a brand new company is introduced to the industry.
- 1991 The first generation of Transitions lenses is launched.
- 1992 The second generation of Transitions lenses is launched.
- 1997-1998 The third generation of Transitions lenses is introduced, and, for the first time, Transitions lenses become available in impact-resistant polycarbonate material.
- 2001-2002 The next generation of Transitions lenses is launched, and the first Transitions lenses made from impact-resistant Trivex material are produced.
- 2003-2004 Transitions lenses become the first lenses ever to meet the requirements of the WCO and American Optometric Association's Seal of Approval for Ultraviolet Absorbers/Blockers.
- 2005 Transitions launches an even more advanced lens technology, making them as clear as regular clear lenses indoors and as dark as sunglasses outdoors.
- 2008 Transitions VI launched featuring enhanced clarity and activation. Through extensive consumer advertising the Transitions lenses brand is more widely known than any other ophthalmic lens product available in high street opticians today.

Contact details

120 Ave. Charles de Gaulle,
92 200 Neuilly-sur-Seine, France
Telephone 0800 662 0632
Email info@transitions.co.uk
Website www.transitionsnet.co.uk

Transitions
Healthy sight in every light™



**DROP IN TO LUXOTTICA STANDS
30/31 IN HALL 7 AND
THE RAY-BAN BEACH FOR ENTRY INTO
A FREE PRIZE DRAW
TO WIN A ONE OFF CUSTOMIZED RAY-BAN
FENDER STRATOCASTER**



Our sponsors

Associate sponsor

>> BBGR Ltd.

Stand 14 - Cambridge Room

BBGR is one of the leading European manufacturers of optical lenses and offers products and services of the very highest quality provided in the context of a close and personalised working relationship.

BBGR offers a comprehensive range of progressive, single vision and bifocal lenses. The BBGR progressive range responds to the different visual needs and priorities of patients in terms of both performance and price. Our offer includes a full range of progressive designs in digital surfacing to enable you to recommend the best adapted solution to each of your patients

BBGR has built up a relationship of confidence with its customers, paying close attention to their needs. This special relationship can be explained by the broad expertises of BBGR. Making every customer happy is the ongoing aim of BBGR and it is a priority to satisfy and individually assist customers in their need for differentiation.

Contact details
BBGR Ltd, Unit 1 and 2 Comus Street
Salford, Manchester M5 3BQ
Telephone 0844 880 1349
Email sales@bbgr.co.uk
Website www.bbgr.co.uk



Associate sponsor

>> Carl Zeiss Vision

Stand 16 - Cambridge Room

The ABDO Conference and Exhibition represents an exciting opportunity for Carl Zeiss Vision to showcase its portfolio of innovative lenses, dispensing technologies and equipment.

i.Scription - a new dimension in vision for your patients

Imagine a world with clarity and definition that surpasses anything the human eye has ever experienced, all with astounding colour and amazing detail discover i.Scription lenses from Carl Zeiss Vision. The basis of the computation of i.Scription® lenses is an innovative eye measuring system called "i.Profiler". It analyses the human eye with a high degree of precision using wavefront technology. It provides complete information on the imaging properties of the eye, in particular what are known as higher-order aberrations. With i.Scription you can give patients an incredible new experience in vision.



ZEISS GT2 3D

Carl Zeiss Vision has accepted the challenge to synchronise binocular vision so perfectly that it creates improved 3D vision. GT2 3D is a new generation of ZEISS progressive lenses that ensures a natural 3D experience and a new dimension of spatial perception for the wearer. GT2 3D is perfect for wearers of progressive lenses because wide binocular zones and natural spatial perception provide the highest levels of true 3D vision quality.

SOLA Elan HDV - New SOLA Progressive

Progressive wearers are just as unique and varied as the visual tasks they perform - SOLA Elan HDV is a new SOLA customised progressive that is customised to the fitted position of the lenses on the wearer for a wider and clearer binocular viewing zones - that are up to 50% wider than conventional lenses.

SOLA Elan is unique in combining such a high level of customisation with ease of use and ease of fitting. With a minimum fitting height of 14mm you can offer a wider range of frames and still maintain the widest possible viewing zones.

Contact details
Carl Zeiss Vision UK Ltd, Unit 9 Holford Way,
Holford, Birmingham B6 7AX
Telephone 0845 3007 788
Email marketinguk@vision.zeiss.com
Website www.zeiss.co.uk



Associate sponsor

>> Hoya

Stand 66 - Hall 4

We look forward to meeting you in Hall 4, Stand 66 to discuss some fantastic offers and information on our exciting new products and tools - such as our iD FreeForm family of lenses and our fantastic Hoya Vision Care Centre software consultation tool.

Our highly trained staff will be on hand throughout the weekend to demonstrate how we can support you and your business, and enhance your patient's experience by helping you to give personalised, in-depth consultations together with unique iD FreeForm lenses. Exclusive offer: Visit us throughout the weekend and we will give you 25% discount off our Hoya Vision Care Centre.

To find out how we can help you to create positive customer experiences, support added value dispensing and differentiate you from your competitors, visit the Hoya stand today!

In addition, we're giving one lucky visitor the chance to win a Dell laptop and a free copy of our Hoya Vision Care Centre software!



All you need to do is attend our stand in Hall 4 and insert your business card into the prize draw box, for a chance of winning!

Contact details
Hoya Lens UK Ltd, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9UA
Telephone 0845 3300 984/01978 663 100
Email enquiries@hoya.co.uk
Website www.hoya.co.uk



Distance learning sponsor

>> Johnson & Johnson Vision Care

Johnson & Johnson are supporting the ABDO conference in Brighton with the unique sponsorship status as distance learning sponsors.

Delegates at the conference will all receive a CD sponsored by J&J which will enable them to gain an extra 2 CET points when they go home. The CET points can be earned by dispensing opticians, contact lens opticians and optometrists.

The Brighter Vision conference has as its main theme UV and the eye. With the effects of Ultra-Violet radiation on the eye being well documented, ocular UV protection does not receive the same profile as UV protection for the skin. The presentation, given by optometrist Sheila Hickson-Curran discusses effective protection of the eye and ocular adnexa and in particular the limitations of UV-blocking spectacles and discusses the role that contact lenses can play.

Sheila Hickson-Curran, BSc(Hons), MCOptom, FAAO is principal research optometrist at Vistakon, a division of Johnson & Johnson Vision Care, Inc. She has conducted clinical and research work in the U.K. and in Australia. She has a special interest in contact lens design and the correction of astigmatism as well as the effects of UV radiation on the eye.

Elaine Grisdale FBDO ABDO's head of professional services said: "We are delighted to have the support of Johnson and Johnson. They have stepped up to the mark and enabled us to slim the conference programme down as delegates suggested we do after last year's conference. Delegates expressed a desire to be able to spend more time to visiting the exhibition and to enjoy the many networking opportunities while still earning a healthy quota of CET points. I would like to thank David Ruston and his team for making this valuable training tool available to us."

David Ruston BSc FCOptom DipCLP FAAO director professional affairs for Northern Europe said: "The ABDO conference had such a good press last year that we had to be part of it this year. The theme of UV protection is an important one and one which has been very successfully promoted by J&J this year so it's logical that we join the ABDO party and give our support."

Contact details
Johnson & Johnson Vision Care, The Braccans, London Road
Bracknell, Berkshire RG 12 2AT
Telephone 0870 608 8990
Email UKCS@visgb.jnj.com
Website www.acuvue.co.uk

ABDO College

Stand 3 - Durham Room

ABDO College staff will be on hand throughout the exhibition to discuss the extensive range of over 70 different courses that the College now offers.

ABDO College also extends an invitation to all past, present and future students to come along and say hello and also invite tutors and students to use the College stand location as a central meeting point. The College staff are looking forward to seeing you on their stand.

Contact details

ABDO College, Godmersham Park, Godmersham, Canterbury, Kent CT4 7DT
Telephone 01227 733 901 / Fax 01227 733 900
Email info@abdocollege.org.uk
Website www.abdocollege.org.uk

ABDO College Bookshop

Stand 4 - Durham Room

Contact Lenses: The Story
Special delegate offer and author signing sessions
ABDO College bookshop will be making a special feature of the newly published 'Contact Lenses: The Story' by Timothy Bowden. This remarkable book, which is the first of its kind, provides a comprehensive history of the development of contact lenses. It is a must for any CLO or any other opticians who are interested in the history of their profession. It has already received great acclaim and reviews from leading figures in optics around the world. ABDO College Bookshop is delighted to announce that delegates can also make a special saving of £5.00 off of the normal sale price for the duration of the exhibition.

Tim will also be available in person, at the ABDO College Bookshop stand, to sign copies and discuss his book at the following times:

16.30 to 17.00 on Saturday 3 October
16.30 to 17.00 on Sunday 4 October
10.00 to 10.30 on Monday 5 October
So don't miss out ensure you get your first edition copy personally signed by the author.

ABDO College Bookshop will also be displaying a selection of the most popular optical titles that it supplies to the profession and individuals worldwide. Dispensing, optometry and ophthalmology books plus, rules, gauges and charts are available from the bookshop and a fast, efficient and friendly service is assured.

Contact details

Justin Hall, Bookshop Administrator, ABDO College Bookshop, Godmersham Park, Godmersham, Canterbury, Kent CT4 7DT
Telephone 01227 733 904 / Fax 01227 733 900
Email jhall@abdocollege.org.uk
Website www.abdocollege.org.uk

Anglo Italian Optical Ltd

Stand 44 - Hall 4

Anglo Italian is the UK's longest established independent specialist lens wholesaler with almost one million lenses stocked at their Suffolk distribution centre.

Finished lens ranges include 1.5, 1.53 Trivex, Respond 1.56 Photochromic, 1.59 Polycarbonate, 1.6 & 1.67 'Easy Process' (microfilm coated to prevent slippage) and 1.74. Orders can be placed via phone, fax, or online at www.anglo-italian.com.

The company has been supplying UK independents with finished lenses since 1987 and also offers a comprehensive Rx service for uncut lenses incorporating a wide range of single vision, bifocals and progressives.

The VOYAGER series of individualised back surface progressives is offered in possibly the most comprehensive range of lens materials available. VOYAGER SV offers single vision wearers the same technical advantages of digitized lens plotting and freeform manufacturing to provide exceptional clarity in a wider field of natural vision.

Respond 2 is the latest addition to its proven range of photochromic lens products. As clear as even the latest, more expensive photochromic alternatives, Repond2 is also available in 'hybrid' 1.60 and 1.67 versions.

PolarChromix is an affordable sun/lifestyle lens that combines the proven benefits of photochromics and glare reducing polarisation. PolarChromix are available in grey or brown single vision or as VOYAGER back surface progressives. With full UV protection, 63% light absorption when unactivated and 85%+ absorption when exposed to bright sunlight, PolarChromix are sun lenses that truly meet all needs.

Anglo Italian's long established working relationship with the UK's extensive independent lab network enables all its products to be supplied via your preferred independent prescription house.

Contact details

Anglo Italian Optical Ltd, Unit 2 Limegrove Estate, Falconer Road, Haverhill, Suffolk CB9 7XU
Telephone 01440 712 777
Email enquiries@anglo-italian.com
Website www.anglo-italian.co.uk

Association of British Dispensing Opticians

Stand 2 - Durham Room

Come along to the Association of British Dispensing Opticians stand and find out what's new.

The Association has developed considerably in recent times and staff from all departments: CET, Examinations and Registration, 'Dispensing Optics', Marketing, Membership Services and Professional Services will be available to discuss all aspects of the Association's activities. ABDO board members and Association staff look forward to hearing your views and comments.

We also encourage delegates to attend the AGM which will be held on Saturday at 17.00 in The Ambassador Room.

Contact details

ABDO, 199 Gloucester Terrace, London W2 6LD
Telephone 020 7298 5100 / Fax 020 7298 5111
Email general@abdolondon.org.uk / Website www.abdo.org.uk

brillebrille.de

Stand 27 - Hall 7

It all began in a garage

In the few years since its founding, brillebrille.de has rapidly grown into one of the most successful optical frames discounters on the German market - which is one of the most competitive markets in the world. Tens of thousands of optical frames, sunglasses and cases in particular leave the company every month. brillebrille.de was founded in 1998 by former visual art director Joachim Neubauer in the garage of his private home in Hückelhoven, near to the border with the Netherlands. For the first two years, the young company was concerned exclusively with the sale of sunglasses. In 2000, Neubauer - who previously worked in the creative environment of the German fashion capital of Düsseldorf - expanded his selection with individual brands in the technical area of corrective lenses and ready-made reading

glasses. Today, brillebrille.de supplies approximately 4,500 customers in more than 40 countries.

International Expansion

With courage, a definite sense of style and an unmistakable instinct for trends and fashion, Joachim Neubauer has developed the trendy label TIM DILSEN into one of the highest-selling brands of optical frames in Germany over the past five years. In order to make TIM DILSEN even more successful, Neubauer and his team are embarking on a new course: rapid international expansion via the leading world fairs in Munich, Paris, Milan, Dubai, Birmingham and New York - and strong sales growth, embedded in professional product marketing.

Contact details

brillebrille.de, Dammweg 9, D-41836 Hückelhoven
Telephone +49 (0) 2433 918 491
Fax +49(0)2433 918 492
Email office@brillebrille.de
Website www.brillebrille.de

Bollé & Serengeti

Stand 42 - Hall 7

Our team from Bushnell Performance Optics, parent company of Serengeti eyewear and Bollé sunglasses and goggles, look forward to launching new products and telling you more about our brands at this year's conference.

Serengeti eyewear, renowned for superior driving sunglasses and blue light protection will be launching a new polarized photochromic Polar PhD collection of plano and prescription eyewear which is built on the revolutionary NXT lens platform and combines state of the art Spectral Control technology with the superior attributes of Trivex material. The Polar PhD lens recently beat stiff competition and won the best lens category at the Silmo d'Or awards in Paris. Serengeti prescription eyewear is available in a wide range of frames with single vision and progressive lenses. Whilst popular all year round, Serengeti sunglasses are particularly important in improving vision during the autumn and winter months when the sun is lower in the sky which can cause havoc with driving. Serengeti sunglasses were voted What Car? Magazine's best driving sunglasses and our ambassadors include the 51 times Grand Prix winner, Alain Prost and actor James Denton.

Bollé, the official supplier of sports sunglasses to Skandia Team GBR and Tennis Coach UK prides



itself on quality, performance and style with a sophisticated look. With all of the technical features necessary to give you protection and an amazing visual experience for sport or casual wear, our new winter collection includes children's sunglasses, leopard print adult sunglasses, interchangeable lens sunglasses, over the glasses ski and snowboard goggles and a range of sunglasses frames with a choice of 20 prescription lenses including polarised and ski lenses.

Contact details

Dawne Warren: Business & Communications Director
Craig McNeil - Bushnell: Area Sales Manager
Julia Bester - Bushnell: Area Sales Manager
Bushnell Performance Optics UK Ltd, Unit C83 Barwell, Leatherhead Rd, Chessington, Surrey KT9 2NY
Telephone +44 (0) 208 391 4700
Website www.serengeti-eyewear.com
Website www.bolle.com

Boots Opticians

Stand 17 - Hall 7

Boots Opticians recently merged with Dollond & Aitchison bringing together two of the foremost brand names in optical retailing. This merger has created a leading force in the UK optical market and the third largest optical chain in Europe, uniting two businesses that have an incredibly strong heritage and an excellent reputation for

service and customer care. It will also provide a great opportunity to combine the assets and strengths of both companies under one brand with a differentiated product offering.

The new business trading as Boots Opticians will enable customers to benefit from the trust in the Boots brand and Dollond & Aitchison's expertise in fashion and design led eyewear. In addition customers can expect great value for money thanks to the scale and competitive strength of the merged business.

Our purpose is to help customers see, look and feel better than they ever thought possible. As part of our ongoing strategy we are committed to offering an excellent career opportunity in franchising. You can help deliver this as a Boots Opticians Franchisee so please take the time to go on our website www.bootsopticiansfranchise.com and visit our stand during the event to find out more - Stand number 17 in the Cambridge Room.

Contact details

Boots Opticians Ltd, D90 East FO6, Nottingham, Nottinghamshire NG90 1BS
Website www.bootsopticians.co.uk

Buchmann UK

Stand 46 - Hall 7

Buchmann UK promotes dispensing technology has the added advantage of creating a patient barcode that be scanned directly into the edging system, thanks to the integral computer. Ideal for those who are moving towards a paperless practice, the Buchmann Eyecad features automatic recognition of the centering point and pupil reflex, thereby speeding and simplifying the measurement process. "As this system is not linked in to any one lens supplier it leaves the dispenser free to make their own decisions as to which lenses they would like to use for each particular patient," said Paul Hampshire, Buchmann UK Sales Manager. Wall mounted, or stand alone, this neat system has an electronic height adjustment.

Also enhancing the dispensing process is the sleek Rodenstock AL5000 automatic lens meter. Simultaneously measuring power and UV transmissibility, it is the latest generation of lens meters with touch sensitive control and a high definition screen. Its sleek looks add much to the practice reception area along with its enhanced functionality - "The power map facilitates the

Exhibitors

easiest measurement of progressive lenses and UV transmission simultaneously with the results printed out on the integral, silent, high speed printer. Another feature automatically locks the lens table when aligned with the optical centre. This simplifies the measurement of cylinder axis and location of upper and lower prism with the added advantage that large and highly curved frames can be accommodated easily," added Paul Hampshire.



Look out for the latest developments in Henson Field screeners too, from Buchmann UK, at the ABDO Conference.

Contact details

Buchmann UK Ltd, 107 Laker Road, Rochester Airport Estate, Rochester, Kent ME1 3QX
Telephone 01634 662 300
Email info@buchmann.co.uk
Website www.buchmann.co.uk

Capitol Optical

Stand 13 - Cambridge Room

Capitol Optical is delighted to participate at the ABDO Conference and Exhibition in Brighton.

It would be fair to say that we are a medium size company distributing throughout the United Kingdom and Ireland. Our product portfolio is both comprehensive and diverse in styling, from the very basic classic designs, to designer brands such as Emanuel Ungaro, to lifestyle brands such as Revlon, one of the famous globally renowned cosmetic brands.

For something very unique come and view SPO Berlin, a truly unique niche brand.

Contact details

Capitol Optical, 80 High Street, Egham, Surrey, TW20 9HE
Telephone 01784 477 388 / Fax 01784 477 409
Email sales@capitoptical.co.uk
Website www.capitoptical.co.uk

Cecop

Stand 33 - Hall 7

Cecop is an optical buying group created to help independent opticians become more competitive against the large chains by obtaining better purchasing conditions and discounts from major suppliers. The company operates in several European countries with more than 1,600 associates and is now expanding in the UK.

Cecop offers solutions tailored to independent opticians without imposing any obligations. Associates gain immediate access to excellent discounts and promotions with suppliers such as Safilo, Continental Eyewear, Hoya, Essilor and CooperVision. CECOP also rewards its associates for purchasing from its preferred suppliers.

Thanks to its marketing and communications team, Cecop can help the independent optician not only buy better but also sell better.

Contact details

Avda. de la Industria 53, Alcobendas Madrid 28108, Spain
Telephone 0034 914 840 418
Email ukmanager@cecop.es
Website www.cecop.co.uk

Cerium Group

Stand 62 - Hall 4

Cerium Group, founded 1971, is a world leader in equipment and consumables for ophthalmic laboratories and for practice workshops.

With offices in Australia, the Netherlands, Singapore and the USA, Cerium is an independent British-owned company. Its founder, Clive Sangster, is today's CEO. The HQ in Tenterden, Kent houses its main production units, R&D, and administrative offices, and is the town's largest employer. Cerium now also has a dedicated production plant for high-quality Ceripol cerium oxides for glass lens polishing, in nearby Rye.

Cerium distributes the Optek surfacing laboratory machine range and lab ancillaries, together with high-performance edging equipment like the Alphamatic rimless drill. Cerium specialises in consumables (its Peach polishing pad, especially outstanding for polycarbonate, and suitable for all plastic lenses, is a recent introduction). Cerium also produces environment-friendly Shades dyes, including Shades Secure, non-toxic as well as

biodegradable, and an exciting new Shades High Index range. Latest innovation: Eco Bag individual-colour lens dye packaging.

Cerium Visual Technologies holds worldwide exclusives on the manufacture and supply of the Intuitive Colorimeter, designed by vision scientist Professor Arnold Wilkins under Medical Research Council auspices. This unique instrument enables eyecare professionals to test whether specific colour filters may relieve visual stress such as reading difficulty. A new Mark III Colorimeter was presented by Cerium to the ABDO College last month. The Mark III Colorimeter will be on show in Brighton together with the Cerium Precision Tints lens range, also a worldwide exclusive, which replicates colorimeter findings.

The stand team in Brighton will be headed by Cerium Visual Technologies' Claire Armstrong. With Clive Sangster, she will host an International Conference on Colorimetry at the Royal Society in London in March next year. Advance details will be available at the ABDO conference.

Contact details

Cerium Visual Technologies Ltd, Cerium Technology Park, Appledore Road, Tenterden, Kent TN30 7DE
Telephone 01580 765 211
Email cerium@ceriumoptical.com
Website www.ceriumoptical.com

Continental Eyewear

Stand 5 - Durham Room

Continental Eyewear will have over 20 new releases on display in Brighton. The autumn exhibition season kicks off with the Silmo show, just two weeks prior to the ABDO Conference and Exhibition, so the new releases will make their European debut in Paris before appearing in Brighton.

Zenith Zest has become one of our fastest selling ranges. In less than a year the frames have proved immensely popular as they are targeted at teenagers, offer superb up to the minute styling and are fantastic value for money. A surefire recipe for success! Four new models will be on display.

Always an attraction at exhibitions is the latest happenings in the X-rays range. Six new designs will be shown and the ethos of "distinctive and wearable" is the continuing theme. An exciting palette of colours together with interesting and innovative design features will ensure the

Experience the ZEISS Best Vision Effect!

See more clearly with i.Scription®, the revolutionary ZEISS lens technology

With regular lenses

With i.Scription® lenses

Photographic simulation

ZEISS i.Scription lenses are tailor-made for your patient's eyes. First we use the highly innovative, high-tech ZEISS eye measuring system to obtain the patient's individual wavefront parameters. This data is then taken into account during the production of the new ZEISS i.Scription lenses.

The result - the excellence of the ZEISS Best Vision Effect:

- more brilliant colours
- greater contrast
- optimised vision - also at night and in poor light

www.vision.zeiss.com Tel: 0845 300 77 88



Exhibitors

continuing success of this eye-catching collection. Having distributed Jaeger eyewear successfully for many years, Continental launched a diffusion range last year – Jaeger London. The 12 designs in the original range will be complimented by several new styles at the ABDO exhibition. A more contemporary collection aimed at the 25 to 40 year old the Jaeger London broadens the appeal of the frames bearing the name of this iconic British fashion house.



In addition to the above the ever popular Lazer range will have new additions for both adults and children. In these difficult economic times the availability of a quality range of frames at very competitive prices is very appealing! The Lazer frames offer budget priced frames but not at the expense of fashion. As with the complete Continental Eyewear portfolio the Lazers are available from stock for immediate delivery with the majority of orders being dispatched on the day of receipt.

Contact details

Continental Eyewear Ltd, PO Box 6, Eccleston Street, Prescot, Merseyside L34 5PR
Telephone 01514 263 907
Email sales@continental-eyewear.co.uk
Website www.continental-eyewear.co.uk

Dirty Dog

Stand 29 - Hall 7

Dirty Dog has supplied opticians in the UK and worldwide for over ten years and is proud of its 20 year heritage within the extreme sports market, it could be said our brand was born on the beach. Our products are tested in extreme sports and only then make the transition to the street. This coupled with being founder members of the Australian and New Zealand sunglass association gives the ultimate in style and UV protection.

The original Dirty Dog sunglass collection continues to evolve. We introduced TR-90 over seven years ago in both our sport and fashion models providing all wearers with style and durability. Metal frames feature nickel-free monel combined with spring-joint sides. A glazed package is available for our 8-base frames.

2009 sees the launch of our latest addition. New Dirty Dog sunglass models in acetate are prescription ready and can be glazed in-store or through our bespoke service.

The Dirty Dog ophthalmic range also features new models in acetate and monel together with dedicated in-store and window POS.

We are the manufacturer and brand owner. All Dirty Dog products are available from stock in the UK for next day delivery and are backed by our one for one exchange policy.

We maybe a young forward thinking company but we are a little old fashioned, we believe great customer service should be the standard never the exception. Try us and step into an old new world!

Contact details

Vision Marketing Distribution Ltd, Unit 11, Rhos Industrial Park, Church Road, Rhos-on-Sea, Conwy, North Wales LL28 4YX
Telephone 01492 541 004
Email sales@dirtydog.biz
Website www.dirtydog.biz

EyeConic Software

Stand 47 - Hall 7

The MEDIVision group are specialists in computerised patient communication systems and have been producing programs in the medical sector for over 12 years.

The Insight range of software was launched in March 2009 and includes programs for the consulting room/dispensing area and practice website. They utilise high quality 3D animations to help patients quickly understand the condition of their sight.



Insight is an interactive computer program which includes over 50 animated topics for you to use in the consulting room to explain conditions, procedures and treatments to patients. The program also includes 30 patient information leaflets which can be printed on demand to support what has been explained in the practice.

Insight can also be used in your dispensing area. The program has been designed to increase sales by helping you quickly explain the benefits of tints and coatings, special lenses, laser eye surgery, plus how to insert and take care of contact lenses.

Insight WebPak is a CD Rom containing the 50 animations from the Insight program in a format which your web designer will be able to easily drop onto your website. You can choose to use some or all of the contents, changing and adding them whenever you wish to make your website stand out from the rest!

Come and see us for a demonstration at stand 47, Hall 7.

Contact details

EyeConic Software Limited, New Vision House, 22 Towcester Road, Old Stratford MK19 6AQ
Telephone 01908 265 565
Email info@eyeconic-software.co.uk
Website www.eyeconic-software.co.uk

Eyeplan

Stand 40 - Hall 7

Eyeplan is the leading provider of branded eyecare schemes in the UK. This year they will be promoting both the established Eyeplan schemes and their new scheme; Eyeplan Complete.

Eyeplan Complete is an excellent means of making quality eyewear affordable for a wide group of patients.

With Eyeplan Complete eyecare and eyewear are combined in a monthly payment based on the patient's spectacle choice. The patient gets affordable access to the best in eyewear and eyecare and the optician gains even greater loyalty from the patient base, contracted income and regular dispenses.

Eyeplan Complete combines the established benefits of Eyeplan's existing schemes with an 'easy way to pay' and cover against accidental damage, in one easy to promote, branded scheme.

Many have considered adopting Eyeplan in the past and not gone ahead for one reason or another. For those practices is it time to take a fresh look at Eyeplan?

LUXOTTICA®

Luxottica leads the world in premium, luxury and sports eyewear.

Founded in 1961 by Leonardo Del Vecchio, the Group is now a vertically integrated organization whose Italian craftsmanship and manufacture of prescription and sun frames is backed up by a wide-reaching wholesale distribution network.

Luxottica has built an unparalleled portfolio of designer and unique brands that includes **Ray-Ban - the world's best selling sunglasses brand.**

OneSight - the Luxottica Group Foundation dedicated to improving vision through optical clinics, research and education - provides eye care for the disadvantaged and in the past 25 years has helped over 6 million people all around the world.

CHANEL

D&G
DOLCE & GABBANA

PRADA

POLO
RALPH LAUREN

Ray-Ban
GENUINE SINCE 1937

DKNY
DONNA KARAN NEW YORK

VERSACE

BVLGARI
EYEWEAR

OAKLEY

DOLCE & GABBANA

MIU MIU

BURBERRY

TIFFANY & Co.

Sferoflex®
LUXOTTICA

VOGUE
EYEWEAR

Persol®

RALPH LAUREN

LUXOTTICA ☆

Visit our Luxottica stand 30/31, Hall 7
and enter our free prize for a chance to win a
Ray-Ban Fender Stratocaster

Eyes Magazine

Stand 28 - Hall 7

Eyes is the leading monthly fashion, dispensing, business and accredited education magazine delivered free to all UK optical practices. Glossy and attractive. Eyes is full of lively, wide-ranging and relevant editorial from the latest optical products to essential know-how on running a successful practice. Eyes magazine is so much more than just a monthly magazine and is complemented by a number of supplements including Healthy Eyes - a twice yearly consumer magazine designed to help practitioners target their eyewear users. In addition there is a Lens & Lab Special with a comprehensive, up to date full lab listing and regular Contact Lens and Instruments Supplements covering the latest trends and innovations in these sectors.

Contact details

Rims Media, Unit 21 Highview, High Street
Bordon, Hampshire GU35 0AX
Telephone 01420 473 716 / Fax 01420 487 799
Advertising Email sbradley@rimsmedia.co.uk

Eyewear Now

Stand 25 - Hall 7

Eyewear Now is a newly launched dedicated provider of interest free finance for the independent optical retail market.

We provide independent opticians with an online application process enabling practice staff to apply for, at the time of sale, interest free credit for your patients and customers. We have worked hard to produce an extremely simple and user friendly platform taking a minimal amount of practice staff time.

By introducing an alternative to discounting or 'bogof's', Eyewear Now makes the higher value purchase your patients want, more affordable. Eyewear Now is an extremely cost effective method of increasing your patients spend target.

We have primarily based Eyewear Now on our German sister company, Das Brillenabo. In a little over 24 months we have signed up over 2,000 independent opticians, such has been the success and enthusiasm for the concept.

Revised and improved for the UK market, we are already starting to see a similar trend. Average applications are for well over £400 per purchase and the concept has been met with great enthusiasm from the consumer. Any purchases can be included, frames, lenses, contacts, even the eye test.

Eyewear Now is a risk free option for the optician with a fast and automated resettlement process. We can seamlessly integrate it into your practice with no impact on your normal day to day proceedings. Full staff and customer support is all provided as part of the service.

Visit us in Hall 7, stand 25 for a chat to find out how Eyewear Now can significantly improve returns in your practice.

Contact details

Eyewear Now, Pillatonmill, Saltash PL12 5AN
Telephone 01752 852 269
Fax 05603 419 084
Email info@eyewear-now.com
Website www.eyewear-now.com

Fashion Eyewear International

Stand 22 - Hall 7

Fashion Eyewear International (FEI) provide exciting and desirable frames at affordable prices to the UK market and in particular to Independent practices.

FEI is a dynamic company committed to customer service, providing constant attention to before and after-sales service, and evolving product lines to suit the needs of our customers thus providing saleable products to practices nationwide.

Following a hugely successful launch at Optrafair 2009 Fashion Eyewear International continues to introduce ZUMA to the UK. ZUMA's rimless titanium range is recognised for style and quality. Winning appreciation for its ultra lightweight feel, exciting colours and precise manufacture.

If you own, manage or you are part of a team in an independent practice then don't miss this opportunity to see what we offer at stand 22 in Hall 7!

Contact details

The Old Garage, 4 Fairacres, Ruislip,
Middlesex, HA4 8AN
Telephone 0800 118 5575
Email info@feinternational.net
Website www.feinternational.net

General Optical Council

Stand 67 - Hall 4

The GOC is the regulator for the optical professions in the UK. Our purpose is to protect the public by promoting high standards of education, performance and conduct amongst opticians. We currently register around 23,500 optometrists, dispensing opticians, student opticians and optical businesses.

Throughout the ABDO Conference, we will be available to answer your questions and to discuss our future work. We are currently consulting on two key developments to GOC policy, affecting all dispensing opticians:

- Revalidation proposals; and
- Registration fee structure, including whether dispensing opticians should pay the same fee as optometrists, and online retention.

This is your chance to get involved and have your say on two important issues. Visit the GOC at stand 67.

Contact details

General Optical Council, 41 Harley Street,
London W1G 8DJ
Telephone 020 7580 3898
Email goc@optical.org
Website www.optical.org

Healthline

Stand 61 - Hall 4

Healthline Optical is a specialist professional recruitment consultancy. Our business is expert at placing optical staff at all levels from offering both permanent, contract and interim solutions in the following sectors; national and independent high street stores and practices, domiciliary, lens manufacturing, frame supplies.

We recruit throughout the UK and internationally from our two optical recruitment centres at Fort Dunlop, Birmingham and Delta Business Park, Swindon.

At Healthline Optical Recruitment, we take the time to listen to our clients and candidates to ensure they are treated in a manner which is unique to them. We deliver a bespoke service that will fulfil our clients' and candidates' requirements. We employ exceptional people who are committed to providing successful recruitment solutions, based on honesty, industry knowledge

and acute awareness of market trends and legislations. To find out more about us, please visit our website www.healthline.org or call us on 0121 384 9400 or 0179 349 6788.

As a member of the Recruitment Employment Confederation, Healthline Optical pledges to uphold the standards set by the R.E.C., including operating Customer Service Policy, Complaints Policy and Procedure, Equal Opportunities and Diversity Policy, Data Protection Policy, Privacy Policy and Environmental Pledge which can all be viewed on our website.

Contact details

Healthline International Limited
Suite 219, Second Floor, Fort Parkway, Fort Dunlop,
Birmingham B24 9FD
Telephone 01213 849 400 / Fax 01217 302 927
Email chip@healthline.org
Website www.healthline.org

Jai Kudo

Stand 70 - Hall 4

Jai Kudo introduced its first range of CR39 lenses in 1996. Today opticians, dispensing groups and laboratories throughout the UK and Europe continue to rely on Jai Kudo for an extensive range of superior lens products. Jai Kudo is now at the cutting edge of ophthalmic lens production, providing lenses which combine superb optical performance with cosmetic excellence, at an extremely competitive price.

Jai Kudo's ground-breaking design and manufacturing technologies continue to push the envelope, with innovative new products such as the WIDEVIEW range of true freeform back-surfaced progressives. The result of 30 years of research & development into back-surfacing technology, these supremely advanced lenses provide incredibly sharp, exceptionally comfortable and truly natural vision.

The new Wideview ZENIX incorporates state-of-the-art calculation methods to achieve even greater performance and wearer satisfaction. ZENIX lenses are optimized using a hyper-realistic computer simulation of the human visual system. This patented process guarantees the widest visual fields and the minimum astigmatism for every design, every corridor and every wearer.

And the new Wideview STUDIO is the first 'office' style lens from Jai Kudo; specifically designed to

provide perfect clarity for the intermediate and near visual zones (including TV and computer use) and for reading distances within areas such as the office or kitchen. STUDIO lenses offer an extremely wide near vision field with superior clarity and no distortion, helping to prevent eyestrain and headaches.

In addition to the above products, Jai Kudo also provides a vast array of lenses that offer everyone sharp, comfortable and more natural vision.

Contact details

Jai Kudo, 1st Floor Hill House,
17 - 19 Highgate Hill, London N19 5NA
Telephone 020 7561 6240
Email lens.orders@jaikudo.com
Website www.jaikudo.com

LAFONT

Stand 26 - Hall 7

LAFONT, a family, a style...

LAFONT has had four generations in the optical business from 1923, since the opening of the first shop in Paris by Louis Lafont.



In 1972, Philippe and Laurence, created the brand LAFONT, in order to distribute the first exclusive collection. Philippe is managing the company and Laurence is designing the collections. She redesigned classical shapes such as P3, cats eyes, by using a large choice of colours and materials, unknown at this time.



The LAFONT concept: combination of design and technique in order to create stylish frames. It's a daily job to look for new exclusive colours (70% of our colour range is exclusive) in acetate or metal, with a refined design and a great deal of detail.

From the beginning of the brand, the collections are entirely and exclusively designed in the Lafont creation studio. The studio is now managed by Thomas Lafont who's been working in the studio for nearly 10 years. The studio LAFONT ensures that design and the product are the mark of the brand.

Every new frame starts from a blank sheet, where inspiration and knowledge will combine. The sources of inspirations are multiple: art galleries, travel, deco expo, books, photos, etc.. Each LAFONT frame has its own design, pattern, and colours. Each LAFONT frame is exclusive.

The brand has won multiple awards worldwide, such as the best women's eyewear of year in Tokyo in 2006, best sunglasses of the year in 2006 in Paris and best kid's eyewear of the year in 2007 at Silmo.

Contact details

Matthieu Lafont, OPHLA sa, 29 rue Hoche, F 92130
Issy les moulineaux, France
Telephone +33 1 4146 5954 / Fax +33 1 4146 1688
Website www.lafont.com

LOCSU

(Local Optical Committee Support Unit)
Stand 21 - Hall 7

There will be two LOCSU personnel, Georgina Gordon and Katrina Venerus, available to discuss the unit's aims and activities.

Georgina Gordon was appointed as the first Head of the LOC Support Unit two years ago. The support unit was set up by jointly AOP, ABDO and FODO. Its purpose is to provide support services to local optical committees, help them meet the challenges of local contracting for enhanced services and to act as the focal point for communication across and between LOCs. The unit has gone from strength to strength and is particularly pleased that dispensing opticians under the model constitution for LOCs now have a right to be full participants. Prior to joining the LOCSU, Georgina spent her career in the NHS working in both clinical and Board level roles, most recently as a director of commissioning.

Contact details

LOC Support Unit, 61 Southwark Street
London SE1 0HL
Telephone 020 7202 8151
Email georginagordon@locsuc.co.uk
Website: www.locsuc.co.uk

Exhibitors

Mainline Group

Stand 63 - Hall 4

The Mainline Group celebrates its 25th year of providing quality goods and service to the optical industry. They are confident that the present product mix is their best ever and will be exhibiting the following products as an example of this:

Colorclip Mask, offers customers a polarised custom made clip available in four colours. This product has generated great customer feedback and is a good "add on" product. Full details available on the show stand. The in practise capture kit will be shown and clip manufacture will also be demonstrated.

Exelon XD is the new HUVITZ edger which is a derivative of the already well received exelon range but now incorporates, drilling, angled drilling, safety bevelling and polishing processes. The partial grooving of lenses is also supported. This premium product is driven by user friendly touch screen menus and detailed graphic displays. All customised design processes are managed in one easy step. This powerful edging system, which links with the Huvitz market leading auto blocker gives the laboratory a high speed production unit with all the versatility expected to manage custom designed finishes. The system incorporates an SD card memory unit which allows 10,000 jobs to be stored on a standard 1G SD card.

Icare is an accurate portable and robust contact Tonometer which is comparable in accuracy to the Goldmann. It does not require anaesthetic and is extremely comfortable for the patient. It is currently in use in over 20 hospitals in the UK including Great Ormond Street and Moorfields.

Huvitz HS5000A video imaging slitlamp together with the HRK7000A auto refractor/keratometer with wave front technology and auto alignment.

Tomey products include the TCP3000P computerised chart panel with polarisation that features a large selection of programmable charts and optotypes that can be scaled to the length of the consulting room, in addition to children's tests and patient education videos.

This is the first showing in the UK of the DUPLEX edging system which is a prescription solution for sports and fashion sunglasses and safety eyewear.

Contact details

Mainline Optical Connections Ltd
Unit 40 Kellythorpe Industrial Estate
Drifffield YO25 9DJ
Telephone 01377 257 752 / Freefax 0800 7312 024
Email info@mainline-opticalconnections.co.uk
Mainline Instruments Ltd
6 Prince Road, Kings Norton Business Centre,
Birmingham B30 3HB
Telephone 01214 586 800 / Fax 01214 586 844
Email sales@main-line.co.uk
Website www.main-line.co.uk

Marchon

Stands 38 & 39 - Hall 7

Marchon Eyewear

Since its founding in 1983, Marchon Eyewear has grown into one of the world's largest manufacturers and distributors of quality eyewear and sunwear. Marchon is consistently recognized for bringing new designs and technologies to the eyewear market. For example, our Flexon memory metal created an entirely new material category for eyeglass frames.

We are known for providing industry - leading service. Every day, Marchon's 1,500 employees and sales representatives dedicate themselves to achieving the highest level of customer satisfaction.

Marchon has built an extensive portfolio of some of the world's most prestigious fashion and sport brands to complement its strong Marchon house brands: Calvin Klein, Coach, Disney, Emilio Pucci, Fendi, Jil Sander, Michael Kors, Nautica, Nike, Sean John, X Games.

Marchon is headquartered in the USA, with regional headquarters in Amsterdam, Tokyo and Hong Kong. The company's products are distributed through numerous local sales offices serving customers in over 80 countries.

Our major Design Centers are located in New York and Italy, with additional resources in the US, China and Japan - all linked together by CAD technology. Marchon products are manufactured at modern production facilities in Italy, Japan and China.

Marchon is dedicated to providing great products and services to our customers. We also continuously strive to be a great place to work, and a good business partner. In summary, our goal is to be the eyewear company that people want to do business with again and again

Contact details

Marchon UK Ltd, Unit 1 Weyvern Park, Portsmouth Road, Peasmarsh, Guildford, Surrey GU3 1NA
Telephone 01483 302 882
Email cs@marchon.com
Website www.marchon.com

Maui Jim UK Ltd

Stands 35 - Hall 7

Aloha!

Stop by our booth to catch the Aloha spirit, and see for yourself what makes Maui Jim so different from other polarised sunglasses. Born on the sunny beaches of Hawaii, Maui Jim, Inc. is the fastest growing premium polarized sunglass manufacturer in the world, combining patented PolarizedPlus 2 lens technology with superb fashion. PolarizedPlus 2 provides unmatched protection and comfort, while blocking glare from above, below and behind.

We also know your business will benefit from our MAUIPASSPORT LENS technology. The unprecedented clarity of a polarised digital lens, cutting edge, direct servicing technology will give to your customers exceptional protection, colour enhancement and acuity from corner to corner! A perfect polarised prescription lens, every time!

Visit Maui Jim at stand 35 in Hall 7 for your free HAWAII GIFT.

Contact details

Maui Jim UK Ltd, Unit 3 Weyvern Park, Portsmouth Road, Guildford, Surrey GU3 1NA
Telephone 0800 980 1770
Email scollins@mauijim.com
Website mauijim.com

Menrad Group

Stand 15 - Cambridge Room

The Ferdinand Menrad Group has manufactured spectacle frames and sunglasses for over 100 years and has subsidiaries throughout Europe with over 2,000 employees working for the company.

The brands in our portfolio are as follows:

Menrad - the house brand consists of a collection of both men's and ladies frames aimed at the 35 plus market with fashionable colours and shapes which are ideal for customers looking for a non-brand product.

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October 3 – 5 Hilton Metropole, Brighton.

Exhibitors

Jaguar - designed for men, which is stylish and classical. The designers have worked details of the car into the shape and temples of this modern and classical collection, ideal for progressive lenses.

Joop - a range of products for ladies and men. The frames are more extreme in their colours and design! Ideal for the patient who wants to wear something bold and noticeable.

Davidoff - a men's collection, which consists mainly of titanium product, giving you the benefits of comfort and lightness in weight.

Morgan - Trendy, fashionable, colourful for young girls 16 plus but also for the young at heart ladies.

Zeiss - People who wear glasses are already aware of the Zeiss brand for performance and quality. The collection contains a wide variety of attractive high quality eyewear products for both genders including the new rimless collection. The brand also carries a wide range of children's eyewear.

Sunglasses are available in the Jaguar, Joop, Davidoff and Morgan collections.

Contact details

Roger Mitchell - Sales and Marketing Director
Andy Pitman - Territory Manager South East
Glyn Marsh - Territory Manager South West
Menrad Optics Ltd, Unit 4 Bone Lane,
Newbury, Berkshire RG14 5SH
Telephone 01635 321123
Email info@menrad.co.uk
Website www.menrad.co.uk

Mondottica Stand 34 - Hall 7

Mondottica is one of the fastest growing eyewear producers and distributors in the Optical industry today. Their presence extends globally, with offices in the UK, France, United States, Australia, and the Far East. The company believes that their seamless incorporation of style, quality, and precise attention to detail, has propelled them to the leading position that they are in today. Continuously striving to be one step ahead, the designers at Mondottica extensively study fashion trends in eyewear and clothing throughout the world, whilst monitoring technological advances, both in materials and processes. This ensures clients and consumers are brought eyewear that is cutting edge, fashion-forward, and available at a price point that offers a high perception of value. Mondottica believes that when clothing or other

accessories already exist within a brand, the eyewear line is an extension of those and must be integrated into the brand encompassing its inspiration, energy, and style. Passionate about eyewear, both optical and sunglass, Mondottica takes pride in every step of the production and distribution process, from research, sketching and design, to packaging and placing the final product in the hands of the consumer.

Ted Baker Eyewear was launched in 2003 and has taken the world by storm. The quirky and distinctive collection draws its inspiration from the spirit of Ted, stylish, original and like life, never to be taken too seriously! The new sunglass collection consists of 30 contemporary styles presented in a range of colour ways in ranges for both men and women. The collection offer a wide variety of distinct lens shapes and frame colours, carefully selected to offer a range of styles that will suit most facial shapes and complexions, whilst ensuring that they are striking enough to stand out from the crowd. Featuring mainly smaller and wider, more fashion lead styles, Ted Baker's designers have created this collection to reflect the core values of the brand by being modern, smart and distinguished, whilst still retaining the individualistic styling that will appeal to the 'Ted' wearer, a person who chooses to lead - not follow! Ted Baker Eyewear is produced to the very highest standards and the frames are created to be robust yet still comfortable. Some models within the collection are suitable for prescription lenses. All models feature the distinctive Ted Baker logo at the sides and are supplied complete with a signature cases and decorated feature lens cloths. Launched spring 2009, Ted Baker's Global collection of sunglasses is taking the market by storm. Hand made in Japan, this premium collection is inspired the Ted Baker Global range of clothing for men. The sunglasses are a mixture of oversized acetate and metal styles with a distinctly retro feel to the collection.

Hackett London is a name that is synonymous with style and character in gentleman's apparel. Hackett Eyewear, launched in 2006 offers a distinctive collection of classically styled acetate and metal frames which are inspired by elements of the Hackett London clothing and accessory range. Many of the acetate models feature a vintage theme, drawing their design elements from fashion trends of London eyewear in the 1950's and 60's. Most sunglass styles are offered with a high quality, polarised lens. A stunning new range of Hackett folding sunglasses were launched in 2009. This metal collection features nylon lenses with a polarised, anti-reflection lens, wrap around tip ends (helps prevent the sunglasses from falling off

the face when looking down) and a beautiful purpose-designed case.

Lulu Guinness is famous for her unique and inspired handbags and accessories, which have become the must-have accessory for even the most discriminating, fashion aficionado. Wild praise in the fashion media paved the way for Lulu Guinness shops in London, New York, and Tokyo. Her collectable bags, described as "tomorrow's treasures", have been collected by many museums. Lulu's strong personal style and original ideas have played an integral part in her success. Much of her distinct design is inspired from the retro glamour of the 40's and 50's combined with the modern chic of today's woman. Lulu's latest design achievement is a stunning eyewear line incorporating both optical and sunglasses. Demonstrating her sparkling originality and design precision, the collection is a must-see for anyone who appreciates beauty in its purest form. "Eyewear is possibly the most personal item a woman can wear", Lulu says. "Nothing can change an appearance so dramatically as a stylish pair of spectacles or sunglasses".

Pepe Jeans London are now established as one of the world's leading fashion brands and internationally acclaimed for their inspiring designer clothing collections. Mondottica launched Pepe Jeans London Eyewear in May 2007 with an optical and sun collection. This exciting and vibrant label, whose roots emanate from London's famous Portobello Road, is now a truly global brand. The Eyewear collection is reflective of the Pepe Jeans' character: fun, trendy and fashionable. The new collections are fresh and exciting with contemporary designs and bright colours targeted at the younger wearer. The sunglasses and optical styles are carefully created to embrace the heritage of the brand and to create true co-ordination between brand and accessories.

'Shanghai Tang' is a luxury lifestyle brand that brings together traditional Chinese culture with the dynamism of the 21st Century to create a vibrant fusion of East Meets West. Presenting a beautiful range of sunglass and optical frames, the collection incorporates many decorative features including classic Chinese motifs, real jade and Chinese coins. The collection consists of both acetate and metal styles, many of which are available in a range of vibrant colours, creating a very eye-catching and desirable collection. Created from the finest materials, the eyewear is expertly hand finished and presented in a stylish fan-shaped case that is decorated with beautiful silk lining, a Chinese coin and a jade like bead on a silk tassel. It is supplied with Shanghai Tang crest logo in micro fibre lens cloth.



Gio Goi - With its rock n' rave personality reverberating from Manchester across London, to Tokyo and New York, Gio Goi has strutted centre stage on the young fashion scene this year. Not only does the brand's heritage appeal to its young audience, but it ticks the boxes in terms of design, from its mainline collections to the more exclusive denim, footwear and accessories ranges across both men's and womenswear. Launching this year, Gio Goi's new collection of sunglasses are clever, stylish and on trend for their young target market. With styles inspired by the roots of Gio Goi and the clubbing scene, this small collection features three styles consisting of two unisex designs and one ladies model. Oversize but never oversteated, the sunglasses feature the Gio Goi logo on the temple and are supplied in a soft pouch which also doubles as a lens cleaner. A talking point for the collection is the bubble-wrap lens design featured on the Harris frame.

All of our sunglasses offer 100% UV A & B protection, regardless of lens tint.

Contact details

Mondottica Ltd, Michael House, Rennie Hogg Road, Nottingham NG2 1RX
Telephone 01159 677 912
Email marketing@mondottica.co.uk
Website www.mondottica.co.uk

National Eyecare Group Stand 20 - Hall 7

Once again the National Eyecare Group (NEG) is pleased to support the ABDO conference in Brighton. As the UK's largest purchasing group for independent opticians we will be demonstrating to independents that by being part of the group they can make real savings time and money and that NEG can offer them many benefits that as an individual business you can't receive. NEG will also be discussing many of the new partnerships they

have been working on in the last twelve months, discussing links which offer merchant card services, communications and spectacle insurance as well as the optical suppliers who offer members preferential terms, many of whom be present at the conference.

This year NEG will be joined by our IT division Optinet, who will be demonstrating their comprehensive practice management software, including the new electronic/remote ordering, centralised management interface and the increasingly popular clinical module. Optinet has over twenty years experience of delivering high quality IT solution to UK independent opticians and has developed a complete package which can enhance your business both in organization and profitability.

Contact details

PK National Eyecare Group Ltd, Clermont House, High Street, Cranbrook, Kent TN17 1DN
Telephone 01580 713 698
Email enquiries@nationaleyecare.co.uk
Website www.nationaleyecare.co.uk

Nikon Optical UK Ltd Stand 64 - Hall 4

Nikon Optical UK will be highlighting new concepts and launching innovative products at the ABDO Conference 2009.

Nikon has been producing high quality spectacle lenses for over 10 years and boasts one of the most sophisticated manufacturing plants. The company will be introducing a number of exciting, new products and discussing the latest Nikon Lenswear Consultant concept. A new progressive lens will be featured, this being firmly based on Nikon's expertise and precision within the field of optics. The new design incorporates the double benefit of 'faster

adaptation' and 'sharpest vision'. This is possible due to Nikon's exclusive 'Enhanced Central Progressive Surface' and 'Progressive Power Aberration Filter Surface'. This surface also uses a 'reversed progression' which dramatically reduces aberration.

Nikon SeeStyle has recently been launched and offers the type of vision expected by the highly acclaimed Seemax lens. Correction of aberration is based on the frame shape and prescription and importantly Nikon's unique Optical Correction System allows lens curvature to match more accurately that of the frame. Whether the patient desires high base lenses or simply those matching more accurately the frame curvature then Nikon SeeStyle will give both improved aesthetics and the best vision performance.

For information on new exciting products plus detail on how a powerful brand can enhance your practice, come and visit Nikon Optical on stand 64.

Contact details

Nikon Optical UK Ltd, 3 Tanners Drive, Blakelands, Milton Keynes, Buckinghamshire MK14 5BU
Telephone 01908 214 100
Email enquiries@nikonoptical.co.uk
Website www.nikonoptical.co.uk

Optician Stand 19 - Hall 7

'Optician' is the UK's weekly journal for eyecare professionals. With GOC accredited modules every week, subscribers can accumulate all their required points within the GOC cycle.

Come and visit our stand for the chance to subscribe at an exclusive ABDO conference discount. You can also view the latest optical books from our sister company Reed Elsevier, and enter a prize draw to win £150 worth of new books.



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, opticians and other optical professionals. Come and visit our stand and find how you can get your copy every week at a special low price.

Contact details

Optician, Subscriptions Dept, PO Box 302,
Haywards Heath, West Sussex RH16 3YY
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Classified 020 8652 3148
Website opticianonline.net

Optoplast Actman Eyewear Company Stand 41 - Hall 7

The Optoplast Actman Eyewear Company
Established in 2009, through the successful merger of prominent British eyewear companies, Andrew Actman Ltd, Actman & Mico Ltd and Optoplast Eyewear, The Optoplast Actman Eyewear Company specialises in the design, production and distribution of high quality, fashion forward, designer eyewear.

Customer focussed the company is dedicated to delivering a first class customer service and to continually delight their customers with inspiring, innovative and trend defining eyewear. Their extensive collection comprises the high profile brands of Karen Millen, Oasis, Golddigga, Lotus, Hobbs, Reykjavik Eyes, Andrew Actman, Actman & Mico, Ghost and Lambretta and the leading children's brands; Mr Men and Little Miss, Scooby Doo and Actman Junior.

Contact details

Optoplast Manufacturing Company Ltd,
83 Sefton Lane, Maghull, Liverpool,
Merseyside L31 8BU
Telephone 01515 262 626
Email cases@optoplast.co.uk
Website www.optoplast.co.uk

OT Bookshop Stand 24 - Hall 7

'Optometry Today' (OT) is the highest circulation optical magazine in the UK with an audited and rising circulation of more than 19,440, published by Ten Alps Publishing for the Association of Optometrists (AOP).

On the OT Bookshop stand at the ABDO conference you'll find all the latest optical books with fantastic discounts for students and AOP members as well as special offers for the event. In addition to a dedicated website at www.optometry.co.uk, practitioners now have their own dedicated TV channel in OT-TV, a first for the profession. Visit the OT stand for a showcase of this fantastic new Web TV service and the latest OT-TV CET.

'OT' magazine is mailed directly to every registered optometrist, dispensing optician and optical student in the UK and contains extensive CET. There is free CET and the free VRT (Visual Recognition Test) plus the additional Pay as You Learn Series, making it the easiest way to get vital CET points.

'OT' features an extensive recruitment section and a 'Where to Buy' directory, offering an easy to use guide to the best jobs available and all the products and services you might need.

Covering all the news relevant to the profession, the latest product launches and advice from the experts, 'OT' is an essential read for all in optics. Write to OT at 61 Southwark Street, London SE1 0HL, telephone 020 7202 8165 or visit www.optometry.co.uk. For exciting advertising opportunities and for OT-TV sponsorship opportunities call 020 7878 2327.

Contact details

Advertising and Production Office: Ten Alps Publishing plc, 9 Savoy Street, London WC2E 7HR
Editorial Office: Optometry Today, 61 Southwark Street, London SE1 0HL

Performance Finance Ltd Stand 65 - Hall 4

Take advantage of our competitive edge and flexible approach

Every year we help opticians large or small. Single practices, large chains or franchisees and we have the experience to ensure you receive the best funding packages available.

New technologies such as fundus, OCT and GDx are all exciting and give the optometrist a new healthcare avenue to explore. We can help enhance these acquisitions with facilities that exploit the best income tax and VAT positions. Practice purchases, partnership buy-ins, new equipment or simply a loan to help cover your tax bill. Performance Finance prides itself on its integrity and its ability to meet your needs consistently and professionally.

Contact details

Performance Finance Ltd, First Floor,
5 Kings Court, Kettering Parkway, Kettering,
Northamptonshire NN15 6WJ
Telephone 01536 529 696 / Fax 01536 310 033
Email info@performancefinance.co.uk
Website www.performancefinance.co.uk

PixelOptics Inc Stand 32 - Hall 7

PixelOptics invent and manufacture innovative spectacle lens technologies that provide a better vision experience for eyeglass wearers.

Unique, patented lens products are produced using proprietary composite lens technology, a revolution in spectacle lens design that approaches lens development from a completely new perspective.

atLast! The world's first enhanced bifocal.
A composite material lens using design technology to molecularly combine an aspheric Trivex front component with a 1.67 index back a power gradient and an embedded power segment to provide the perfect enhancement over current bifocals or trifocals - also available in Transitions.

- The soft power jump is 70% less than that of a bifocal of equivalent add power.
- Wearers enjoy more than 10 times the range of near and intermediate vision compared to a bifocal of comparable add power, with a viewing area that's wider and more stable - now available via The Norville Group, telephone 01452 528 686.

Behold!

The world's first composite single vision lens
Behold! represents a new category of composite high index lens, combining innovative lens design technologies and well-known, proven lens materials to create the most versatile lens possible.

Behold! lenses use advanced aspheric composite design technology to molecularly combine an

Exhibitors

aspheric Trivex front component with a 1.67 index back. This unique composite structure enables processing to 0.85mm center thickness, resulting in an effective index of 1.74 with greater benefits than ordinary 1.74 index lenses.
Available autumn 2009

Electronic Eyeglasses

PixelOptics is inventing and commercialising the first dynamic electronic spectacle lens.

Electronic eyeglasses will:

- Focus as fast as you can blink your eye
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 - Allow for less distortion than a progressive addition lens
 - Provide vision correction for all ranges of sight: far, near, and in between
 - Allow you to turn near reading power off when desired
 - Include a rechargeable hidden battery
- Available second half of 2010.

Contact details

PixelOptics Inc, PO Box 1257, FY1 9FY
United Kingdom
Tel 44 (0) 7939 966 656
Email pzieman@pixeloptics.com
Website www.pixeloptics.com

PPG Industries - Trivex and NXT Stand 45 - Hall 7

PPG Industries is a leading manufacturer of optical materials, coatings and resins. PPG introduced the first hard resin lens material, CR-39 monomer, in 1945. In 2002, PPG introduced Trivex lens material which features the best balance of properties in a single lens material – optical clarity, ultra-lightweight, strength and protection. In 2006, PPG acquired Intercast Europe srl, a leading manufacturer of sunlenses designed to protect and enhance vision. Manufactured by Intercast, NXT performance sunlenses made with Trivex material feature advanced light management, polarisation and photochromic technologies. Through this new relationship, PPG and Intercast have expanded their materials technology expertise into the optical frame, industrial sheet and scientific segments. PPG is also a majority owner of Transitions Optical, the leading supplier of photochromic technology to

optical manufacturers worldwide. In addition to optical products, PPG is a global supplier of paints, coatings, chemicals, specialty materials, glass and fibre glass. The company has more than 150 manufacturing facilities and equity affiliates and operates in more than 60 countries.

How will Trivex material help your practice to differentiate?

1. Trivex is a unique chemistry that creates a differentiated product category
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3. Trivex offers unique solutions for your patients
 - Meets patients' needs and expectations
 - Recommended patient segmentation
 - Offer this advanced technology combined with advanced designs, coatings, added values and frame fittings

Find out more by visiting our stand and attending Frédéric Lefranc's presentation at the Spectech™ Forum.

Contact details

Frederic Lefranc,
Global Key Accounts Manager
PPG Industries, Inc., Immeuble Scor,
1 Avenue du General de Gaulle,
92074 Pans La Defense, Cedex, France
Telephone +33 (1) 4698 8138
Fax: +33 (1) 4698 8263
Email flefranc@ppg.com
Website www.ppgtrivex.com

ProDesign Demark

Stand 37 - Hall 7

With its headquarters in Denmark, but maintaining a distribution and sales network that has a global reach, ProDesign brings the essential spirit of Danish design and lifestyle values to the global market. We regularly launch exciting new frames, and at the moment we are bringing fresh, optimistic frames into our collections with one thing that connects them all – happy colours are back, and bringing colour combinations to new levels. ProDesign aim to balance classic and clean, with bold and bright, and the final result is to create eyewear that dresses the face.

Contact details

Joanne Stanton, ProDesign Denmark, Suite A,
Cardigan Mills, Lennox Road, Leeds LS4 2BL
Telephone 0845 108 2469
Email info.uk@prodesigndenmark.com
Website www.prodesigndenmark.com

Replay Learning

Stand 36 - Hall 7

Replay Learning Ltd is one of the largest providers of continuing education and training (CET) for optometrists in the UK.

Replay Learning has been providing optometric education, through conferences and distance learning since 1999. Our monthly distance-learning programme which is available on CD ROM and on line (Virtual Lectures) reaches nearly 3,000 subscribers.

Replay Learning acquired Optometric Educators Ltd in 2004. OEL has a long track record of delivering clinically based CET conferences to optometrists in the UK. As well as providing its own courses on a range of subjects, Replay Learning has worked, and continues to work on behalf of many clients within optics including suppliers, employers, primary care trusts (PCTs), LOCs and DOCT.

As the only dedicated provider of CET in the UK, Replay Learning runs its events and distance-learning programme from offices in Scotland staffed by a full-time customer support team.

Peter Charlesworth, director of Replay Learning is an optometrist, a member of the GOC's Fitness to Practice Panels and a CET approver for the GOC. A former lecturer at the University of Bradford, he



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Here at Specsavers we employ nearly 2,000 qualified opticians and have hundreds of professionals who own their own businesses under the Specsavers brand. We believe that we can offer the right opportunities for everyone, whether you want to be employed, self-employed or part-time.

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was also responsible for the planning and organisation of CET for Boots Opticians and has organised conferences for the University of Bradford, Northern Optical Society and Wakefield LOC.

Contact details

Replay Learning, Townhead Street
Thornhill DG3 4HN
Telephone 01848 332 020
Email admin@replaylearning.com
Website www.replaylearning.com

SEIKO

Stand 8 - Durham Room

The SEIKO brand

Consumers associate the SEIKO brand with innovation, technology and style. These associations have primarily been developed through wearers experiences of SEIKO watches.

SEIKO Lens Specialists

The strength of the SEIKO brand name is helping a number of opticians to differentiate themselves in the market. SEIKO Lens Specialists receive a variety of marketing tools to help make patients aware of high benefit lens options. The Specialists also benefit from preferential arrangements with SEIKO Optical UK

SEIKO Frames

SEIKO has been involved in manufacturing frames since 1973 and has distributed Titanium frame collections in Europe since 1992. SEIKO's expertise in sculpting watch cases and the technology that this requires is one reason for the company's ability to produce high quality titanium frames.

SEIKO Video Centration System

The compact SEIKO VCS is the first combined measuring and advice system on the market, that determines near conditions with the help of an additional camera fitted into a hand held mirror. It is also the first open system, with all suppliers products pre-installed, with an option to upload updates over the internet. LensNet software is also pre-installed. Come and have a full demonstration of this new system at stand 8 in The Durham Room.

Win a SEIKO watch

Come to the SEIKO stand and participate in our Lucky Dip. You could win a SEIKO watch, SEIKO travel alarm clock, SEIKO umbrella or the opportunity to participate in a promotion to get £50 worth of Marks & Spencers vouchers. For further information please contact SEIKO Optical UK on 01452 610 033.

Contact details

SEIKO Optical UK, Nexus Court, Gloucester Business Park, Brockworth, Gloucester GL3 4AG
Telephone 01452 610 033
Email info@seiko-optical.co.uk
Website www.seiko-optical.co.uk

Shamir UK Ltd

Stand 12 - Cambridge Room

The key to Shamir's reputation as a leading source of high quality, innovative designs for progressive lenses is the heavy emphasis the company places on research and development. Shamir's drive to innovate, achieve and maintain a high level of technological sophistication, and practice rigorous quality assurance procedures have significantly contributed to its growth.

Shamir Autograph FreeFrame™

The Freedom to Choose

Shamir Autograph FreeFrame brings optical performance to new heights. This superior, personalised, freeform progressive lens ensuring optimised accuracy in all vision zones, gives users the freedom to choose any frame shape and size. The key to this freedom is a new lens design based on two Shamir cutting-edge technologies - FreeFrame Technology™ and As-Worn Technology™ - combined with a unique lens design software.



Shamir Smart Attitude™

Based on Shamir's Direct Lens Technology™ This cutting-edge, Freeform® technology is the most advanced surfacing system for customised back surface optics. A personalised back surface aspheric lens with a larger and clearer vision field, Shamir Smart Attitude™ is revolutionary because it is the only lens with all the right dimensions and optical properties necessary for the unusual measurements of wrap-around frames.

Shamir Smart Vision Centre

ABDO exclusive conference launch
The ABDO conference will see the official launch of the Shamir Smart Vision Centre.

Prize draw

For each of the three days at the ABDO conference Shamir will be running a free prize draw that will provide delegates with an opportunity to win a Wii Consul with Wii fit board. One set per day will be given to each of the lucky winners, so make sure you visit our stand!

Shamir look forward to meeting you at the ABDO Conference and Exhibition 2009 in Brighton, for any further details on our complete lens portfolio please contact our Customer Service Team on 01954 785 100, alternatively email info@shamirlens.co.uk

Contact details

Shamir UK Ltd, Bridge House, PO Box 76, Saxon Way, Bar Hill, Cambridge, Cambridgeshire CB23 8SH
Telephone 01954 781 259
Email info@shamirlens.co.uk
Website www.shamirlens.co.uk

Spectrum Thea

The Durham Gallery

Two of the most successful and dedicated ophthalmic companies - Spectrum in the UK, and Laboratoires Théa, of France - have joined forces to offer quality ophthalmic pharmaceutical products. Spectrum, created in 1988, has a strong UK pedigree in ophthalmic products and has developed an outstanding portfolio with a reputation for quality and customer service. Laboratoires Théa, created in 1994, is Europe's leading independent ophthalmic company and has developed a large and complete ophthalmic pharmaceutical portfolio. Spectrum has now joined forces with Laboratoires Théa to enter the UK and Irish markets.



Spectrum Théa will be showcasing their innovative new products in the fields of dry eye, blepharitis and nutritional supplements for AMD at the ABDO exhibition. Blephasol and Blephaclean – Developed by dermatologists and tested by ophthalmologists, Blephasol and Blephaclean are the first and only treatments for Blepharitis that are preservative free so are kind to your skin and eyes. There is no need to mix beforehand and no need to rinse afterwards so they are very quick and easy to use. They are suitable for all contact lens wearers.

Hyabak – containing Sodium Hyaluronate in a unique 8 week multi-dose, patient friendly bottle with no preservatives and no phosphates. Hyabak is very economical and excellent with contact lens wearers.

Nutrof Total - this unique formula is complete and well balanced and excellent for patients with AMD. Nutrof Total capsules have all the up-to-date vitamins, minerals and anti-oxidants included, some of which are Lutein + Zeaxanthin and Omega 3. A simple dosage of one soft gel capsule a day that is easy to swallow and is suitable for both smokers and non-smokers.

Contact details
Spectrum Thea Pharmaceuticals Limited,
Fernbank House, Springwood Way,
Macclesfield, Cheshire, SK10 2XA
Telephone 0845 521 1290
Email theasupport@spectrum-thea.co.uk
Website www.spectrumthea.co.uk

Stepper UK Limited
Stand 11 - Cambridge Room

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 dispenser's needs.

Stepper
A superb range of 'Classic' frames with an emphasis on comfort as well as style and quality. As most of the weight of a pair of spectacles falls on the bridge, Stepper's 'design from the bridge' concept ensures great fit and comfort ensuring customers coming back for more.

Timeless metal and plastic styles in women's, men's and unisex designs gives the Stepper core range a style for almost everyone.

Good design is backed up with quality materials to create frames that will last. But, good quality doesn't come at a premium with Stepper whose frames represent good value for money.

Stepper'S
Making its debut only a couple of years ago this 'younger' styled range is the perfect complement to the core Stepper collection. Stepper'S is contemporary and functional building on the Stepper core values of superior quality and comfort. It consists of men's, women's and unisex styles constructed from 'Grilamid' or 'Beta-Titanium' or a combination of the two.

Echo by Stepper
This is the newest addition to the Stepper fold and will have been unseen by many. Echo by Stepper, offers a stunning collection of more 'urban' styles bringing energy and vibrancy to the concept of a comfortable fashion frame. These exciting designs take their form in metal and plastic with warm or vivid colour options to suit the wearer.

Essentials
Contemporary styling, combined with good value for money, makes this a popular core range that works hard to cover a wide range of needs. Attractive pricing, great styling and wide appeal - essentials is always going to succeed.

Stepper prides itself on supplying frames that consistently 'sell through'. See why for yourself as the whole collection is available for viewing.

Contact details
Stepper UK Limited, 11 Tannery Road
Tonbridge, Kent TN9 1RF
Telephone 01732 375 975
Email sales@stepper.co.uk
Website www.stepper.co.uk

The Worshipful Company of Spectacle Makers
Stand 1 - Durham Room

The Worshipful Company of Spectacle Makers performs a variety of roles including sponsoring and rewarding research in the field of vision science. It is also involved in training, examining and qualifying optical technicians and optical practice support staff as well as sponsoring lectures. The SMC provides a forum in which members from all branches of the optical world can meet to discuss matters of common interest in a relaxed and friendly atmosphere amid historic surroundings. The Company is renowned for providing a bridge between the optical world and the rest of society.

Contact details
John Salmon, The Worshipful Company of Spectacle Makers, Apothecaries' Hall, Black Friars Lane, London EC4V 6EL
Telephone 020 7236 2932/8645 / Fax 020 7329 3249
Email clerk@spectaclemakers.com
Website www.spectaclemakers.com

Topcon
The Durham Gallery

Topcon has been at the forefront of innovative optical technology for over 75 years. With a wealth of experience within the eye care industry our wide product portfolio of optometric and ophthalmic equipment is used and trusted in

practices, clinics and hospitals across the UK and the entire world. We pride ourselves in providing our customers with leading edge instruments, supported by a knowledgeable sales team and an experienced service and support department. We offer a range of products to enhance the role of the dispensing optician, from our manual and computerised lens meters to visual field and macular pigment screeners.

On display during the ABDO Conference 2009 will be our leading range of lens meters including the CL-200 computerised lens meter. Providing simple, fast and accurate lens measurement the CL-200 uses unique green light reading beam technology to enhance accuracy and efficacy of readings.

Topcon's EZ-200, the most sophisticated spectacle measuring system is now the easiest to use, requiring patient glasses to be placed in the holding pins, the EZ-200 takes care of the rest providing simple, accurate and fast lens readings at the touch of a button. The Topcon CL-200 and EZ-200 can be easily integrated with Topcon's suite of imaging software IMAGEnet i-base providing a total patient history solution for your practice.

Topcon will also showcase the Henson 7000 visual field screener, the MPOD Macular Pigment Screener and Nutrof TOTAL AMD supplements.

For further information on Topcon's full range of ophthalmic and optometric equipment please visit the Topcon stand during the exhibition.

Contact details
Topcon (Great Britain) Ltd,
Topcon House, Kennet Side, Bone Lane, Newbury,
Berkshire RG14 5PX
Telephone 01635 551 120 / Fax: 01635 551 170
Email medical@topcon.co.uk
Website www.topcon.co.uk

ToZo Ltd
Stand 69 - Hall 4

About ToZo - by Dawn Pugsley
I designed this small but useful concept when I found out I had to where reading glasses. Having tried all the cords and chains I found it left me very frustrated as they always got in the way and

bashed my face. I had not found any type of badge that would keep the glasses neat and tidy so made my own using a child's badge and some cord. Then realising quickly that this was not easy to use and never looked smart the ToZo became a shape and design that would suit every one.

From many ups and downs and after paying for the patent I found a few but was not so impressed. Then I finally found two factories in England to make them the way I wanted safe, secure and smart. It has proven to not only be useful for the everyday people but is a great eye level marketing tool. Spending the last 12 months researching I found that most people are so fed up with losing their specs they now inclined to buy cheap ones, this they surely shouldn't do as your eyes are so important. Now with ToZo consumers can save money and time and get the spectacles they deserve.

Contact details
Dawn Pugsley, ToZo Ltd, Old Church House,
Gurneys Lane, Holwell, Hitchin, Herts SG5 3SN
Mobile 07531 865 375
Website www.tozo.co.uk

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Exhibitors



Vision Aid Overseas Stand 68 - Hall 7

Vision Aid Overseas aims to transform access to quality eyecare in developing countries. Over 500 million people worldwide are unnecessarily visually impaired because they do not have spectacles. This is due to the significant lack of eyecare services available in low and middle income countries. For people affected the consequences can be disadvantage and disability. Our vision is a world in which everyone has access to eyecare and spectacles.

Vision Aid Overseas develops sustainable eyecare services that ensure an impact for our patients:

- We establish International Vision Centres where high quality spectacles can be manufactured and sold at an affordable price following a thorough eye examination.
- We train healthcare workers in practical eye testing and vision health skills that equips them to work as primary eyecare workers in their local communities.
- We utilize the expertise of UK optical professionals who develop outreach services in areas away from existing facilities and who undertake teaching programmes across the developing world.

Our work is focused on improving the lives of people who are marginalised by poor eyesight and motivated by our belief that good vision should be a right for all, not just those who can afford it.

Vision Aid Overseas is registered charity (in England) no. 1081695

For further information please visit www.vao.org.uk or contact our office on 01293 535 016.

Contact details
Vision Aid Overseas, 12 The Bell Centre, Newton Road, Crawley, West Sussex RH10 9FZ
Telephone 01293 535 016
Fax 01293 535 026
Email info@vao.org.uk
Website www.vao.org.uk

Waterside Laboratories Ltd Stand 43 - Hall 7

Waterside is a true independent company (under family control since 1973) and probably the largest prescription house in the UK that deals purely with independent practices. The company prides itself on the experience of its management team and the personal relationship it enjoys with its customers (many of whom have been dealing with the company for over 20 years).

The company's success has been due to the fact that we value the relationship we have with every single one of our customers and try to understand the needs of their business.

Over the years we have worked hard to gain the trust of our customers who recognise and value the advice and comprehensive range of products we can offer as a totally independent lens supply company.

As a 'true independent' we can supply lenses from all the major manufacturers but are able to offer totally unbiased advice when our customers need help in deciding which products are best for specific needs.

Our own brand product ranges provide quality lens materials and designs comparable with the major brands but at prices that offer much better value. Prices that help our customers compete!

We endeavour to stay totally up to date with new products and new developments in an ever changing market.

Whilst in common with many modern labs Waterside now employs the latest technologies and systems (including robotic glazing, computerised surfacing and 'track and trace' programmes) its strength is the knowledge and experience of its personnel who understand the fundamentals behind these new technologies.

Contact details
Waterside Laboratories Ltd, 39 South Hampshire Industrial Park, Totton, Southampton SO40 3SA
Telephone 02380 429 674
Email info@waterside-labs.co.uk
Website www.waterside-labs.co.uk

WRX Eyewear Stand 23 - Hall 7

Established over 25 years, WRX Eyewear has been distributing frames to the optical profession throughout the UK and Ireland. As a developing business, seeing a year on year growth, WRX Eyewear provides fashion frames, spectacle cases, prescription glazing and sunglasses.

If we had to sum up our range of frames in a phrase we would say 'more style for your money'. All frames are available from stock for immediate delivery and include the Z-One brand of eyewear and the exciting yet very affordable M's range.

Contact details
WRX Eyeworks, 217 City Business Park, Dunmurry, Belfast, BT17 9HY
Telephone 02890 622 221
Fax 02890 622 771
Email info@wrxeyeworks.com

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