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Association of British Dispensing Opticians

# Conference 2008 & Exhibition Handbook

Association of British Dispensing Opticians  
Annual Conference and Exhibition



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## The 27th biennial convention of the International Optical Association

The International Optical Association was founded in 1951. Its members meet at Conventions every two years. I have the honour of being the current President and I am delighted that we have been able to arrange this year's Convention around the ABDO weekend.

It is ten years since the IOA met in England, we went to Harrogate then and I am sure you will join me in giving our overseas colleagues yet another great big Northern welcome. Our DO colleagues will be coming from as far afield as Australia, Canada, the USA and Malaysia, so if you see them over the weekend, do not hesitate to say hello.

All ABDO members are automatically IOA members so I hope you may participate at our events - of particular interest may be our 'State of the Nations' based General Meeting on Monday morning.



If you are unable to join us do read the reports in Dispensing Optics after the event.

Meanwhile I wish everyone coming to England's second city a very fulfilling time.

**David Kirk, President IOA.**

### ABDO Conference and Exhibition

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## A welcome from the President

As President of the ABDO I would like to say hello and welcome to this year's ABDO Conference and Exhibition. This will be my last chance to welcome you all to our annual event as I will be handing over the Presidency to Barry Duncan on Sunday 28th September after what has been a very enjoyable two years. The time seems to have flown by as it is only as if it were yesterday that I was receiving the Presidential chain from James Russell in Hammersmith.



Please be sure to have a good time and visit all of the exhibitor's stands. I would like to take this opportunity to personally thank all of our sponsors for the generous support they have given us this year. I would like everyone to be fully aware that without the sponsors' support we would not be having this magnificent event in Manchester. Indeed the main sponsors Transitions Optical, Essilor, Silhouette, Hoya, Shamir and CIBA VISION, together with the associate sponsors, have all given your conference truly fantastic support and we hope that, in return, you will actively support them and the other exhibitors as you move around the stands.

I hope you will all enjoy the NEW VISION that has been implemented for the 2008 Conference agenda. Following the conference in Harrogate, the Association took the decision to change the face of its conference and exhibition, with some input from the CET Committee, along with a huge input from Elaine Grisdale working in partnership with Michael Potter and Event Exchange. I am confident that those of you here are witnessing the birth of a new era for ABDO that will put us in a healthy position to support the next generation.

I look forward to meeting many good friends and colleagues again over the weekend. With the trip on the Manchester Wheel followed by a reception at Harvey Nichols, I think Saturday night should be a very enjoyable evening. The fun and networking opportunities don't stop there as we will have the chance to dine in the elegant setting of Manchester Town Hall on Sunday night for our Gala Dinner, with dancing to a live band and a casino to follow.

Please remember that at 5.00 pm Sunday we will be holding our AGM and we would love to see all of our members who are visiting the Conference there. I will take you through the highlights of the Associations activities over the past year and we may just provide a hint of some of the exciting things to come.

It just remains for me to sincerely thank you for coming and wish a very enjoyable weekend!

Kind regards,

Kevin Milsom FBDO  
ABDO President

Silhouette®



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*The most comfortable glasses on earth.  
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## Dear Colleagues,

A warm welcome to Manchester - a city I am proud to call 'home' and a fantastically cosmopolitan venue for our annual conference.



Well, finally the months of preparation and planning are over and our 'New Vision' has arrived. I can't pretend that I'm not nervous about the success of the weekend, fingers crossed we have done everything possible to satisfy your expectations.

When I first joined ABDO over a year ago, one of the first things I did was to poll the local area committees and visit regional meetings to question ABDO members on their preferences for an annual conference. The results of those surveys, I hope will be evident in this year's enhanced conference agenda...

### So what's new?

The people polled asked for a more accessible venue - Manchester was cited three times more than any other venue, so here we are. Members wanted a diverse lecture programme giving a good spread of CET accredited subjects but there was also a demand for personal and professional development topics. This year's conference offers you the largest number of lectures to date to choose from. We are pleased to be able to deliver a rich programme where you have a choice of attending 17 CET lectures and 10 non-CET seminars.

As well as the familiar and well-loved faces from the world of optics famed for their knowledge and presentation skills, we are bringing you a number of new and exciting speakers: Susie Johns is an internationally acclaimed intuitive counsellor, life strategist and motivational speaker. Her slot on Monday afternoon is a must see experience and will send you away from Manchester buzzing with energy and new ideas. Susie has had her own TV show and has been a guest on many TV programmes over the years. We are delighted that she has agreed to take part in the ABDO conference.

Another new face is DC Darren Bowler who will be talking us through Payment Card Fraud and the compromise of Our Patient's Information. The world of electronic banking is a potential minefield and Darren will be revealing the pitfalls to avoid and how to protect ourselves and our patients.

Richard Hollings is not new to the industry but is new to the ABDO conference programme and has an amusing but pertinent way of helping us to differentiate our businesses - make a note to join him in the pub with his drinking partner!

Georgina Gordon from the LOC Support Unit is a new but very welcome face and she will be giving advice on how dispensing opticians can become more involved with LOCs.

We could not have imagined bringing you a better conference this year if it wasn't for the support of the exhibitors and sponsors. I would like to thank every one of our industry partners for supporting ABDO this year. In turn, I would urge you to make time to visit the stands in the exhibition hall and give your support by visiting each one of them, networking with the company representatives and finding out what is new. You also have the chance to win an iPod generously donated by See 20/20 by visiting all the stands.

I am also delighted to welcome Silhouette back to our conference. As well as being present in the exhibition hall, Silhouette is hosting a Style Clinic running throughout Sunday. You are invited to drop in and discover a number of mini workshops with experts in colour, frame styling, make up and practice presentation. I would also like to take this opportunity to thank Silhouette for the generous sponsorship of 100 places in the day spa at the hotel.

For the first time this year the conference will host the Essilor Challenge Trophy. This is the final of a series of heats which have been held around the country in the various teaching establishments. Dispensing students have been answering questions throughout the year and the crème de la crème will be slogging it out in front of question-master Prof Mo Jalie on Saturday morning to win a trip to the USA and the chance to join the US students at their convention in June. Please come along and support the future dispensing professionals at this event (and see if you can answer the questions!).

We are delighted to be co-hosting the first Spectech™ symposium with Optical World and the collaboration of the FMO. Industry leaders in spectacle lens, coating and frame design will be on hand to give you the inside track on the latest developments.

As the conference draws to a close you have the chance to put questions on burning issues to some of the luminaries from British optics in the first Optical Question Time. For those of you who haven't yet submitted your question, there is a form enclosed with your delegate pack. Please take the time to fill this in - either anonymously or not, and let's have a lively debate about the future of optics as a whole and more importantly, the future of dispensing opticians in the grand scheme of things.

Other highlights of the weekend will be the scintillating networking events.

The socialising starts with a fun-filled cocktail party hosted by Essilor in the opulent and trendy setting of Harvey Nichols. On the way there you are invited to discover Manchester from the air by riding the Manchester Wheel. It's a great way to meet up with old friends and colleagues and to meet new, like minded people.

The climax to the weekend is the Gala Dinner which is to be hosted in the magnificent gothic splendour of Manchester Town Hall. Transitions, one of the first companies to support this year's conference, have been extremely generous in subsidising the event and in joining forces with ABDO throughout the year. We hope you will be blown away with the ambiance, the conviviality and the after dinner entertainment. Please take time to speak to Luca Conte and the Transitions team on Sunday night.

For those of you who do not want to dance the night away, our friends from Shamir have sponsored an after dinner casino. Have fun with your friends and colleagues and get into the Monte Carlo mood.

As you can see there really are a lot of activities to choose from. This weekend could not have been the magnificent event it is without the tireless efforts of the following people: Michael Potter, Duncan Counter, Paula Stevens and Sheila Hope from ABDO, as well as Alan Smith and Chris Smart from the Event Exchange. I sincerely hope that you will enjoy our flagship weekend and that it will give you renewed confidence in your Association and spur you on to participate in other ABDO activities in the coming year.

I look forward to meeting as many of you as possible over the weekend - either in lectures, at the exhibition or ..... at one of the bars!

*Enjoy!*

Elaine Grisdale FBDO  
Head of Professional Services

# The Agenda - Saturday & Sunday

## Saturday 27 September

- 09.00 - 18.00 Registration and Help Desk opens - Foyer of the Midland Hotel
- 11.00 - 12.30 Essilor Challenge Trophy in the Stanley Suite
- 13.00 - 14.00 Spectech™ 2008 Lunch in the Colony Restaurant
- 14.00 - 17.00 Spectech™ 2008 Optical World / FMO Forum in the Stanley Suite
- 14.00 - 17.30 Exhibition Hall opens, afternoon tea served at 15.00 in the Alexandra Suite
- 19.30 - 21.30 Welcome Drinks Cocktail Party Reception at Harvey Nichols - Sponsored by Essilor

## Sunday 28 September

- 08.30 - 18.00 Registration and Help Desk - Foyer of the Midland Hotel
- 08.30 - 18.00 Exhibition Hall opens - Alexandra Suite
- 09.00 - 17.00 Lecture programme
- 10.00 - 17.00 Style Clinic - Trafford Suite and the Hotel Spa - Sponsored by Silhouette
- 17.00 - 18.00 ABDO Benevolent Fund AGM in the Stanley Suite
- 19.30 - 22.00 Drinks Reception and Gala Celebration Dinner - Manchester Town Hall - Sponsored by Transitions
- 22.00 - 01.00 Band and Party - Sponsored by Transitions and The Casino Sponsored by Shamir - Manchester Town Hall

TIME	DERBY	STANLEY	LANCASTER	TRAFFORD & HOTEL SPA
09.00 - 09.50	<b>2 for 1s - The financial implications</b> Simon Wardle	<b>Seeing is believing? -Results of EASE study</b> C-8975, EV-17328 <b>1 point</b> Nick Atkins	<b>Photochromic lenses, the standard new lens?</b> C-9291, EV-17996 <b>1 point</b> Kristin Manor	
10.00 - 10.50	<b>How to double your business</b> Dean Butler <i>(See 20:20 Chairman and ex-VE and Lenscrafters from US)</i>	<b>How to play the NHS... and win!</b> Georgina Gordon LOC Support Unit	<b>Applied ophthalmic dispensing - pilots' vision</b> C-8986, EV-17388 <b>1 point</b> David Wilson <i>(from Australia)</i>	<b>Style Clinic+Day Spa</b> <i>Sponsored by Silhouette</i>
10.50 - 11.10	COFFEE / EXHIBITION	COFFEE / EXHIBITION	COFFEE / EXHIBITION	COFFEE / EXHIBITION
11.10 - 12.00	<b>Compensated prescriptions</b> C-8955, EV-17276 <b>1 point</b> Prof Mo Jalie	<b>Bend It, snap It! - Ortho-K and using photography in practice</b> C-9053, EV-17525 <b>1CL point</b> Ian Forrest	<b>Free thinking opticians - The way to independence,</b> Phil Mullins	<b>Style Clinic+Day Spa</b> <i>Sponsored by Silhouette</i>
12.00 - 13.30	LUNCH / EXHIBITION	LUNCH / EXHIBITION	LUNCH / EXHIBITION	LUNCH / EXHIBITION
13.30 - 14.20	<b>What's Safe and What's Not? - A guide to dispensing safety eyewear</b> C-9054, EV-17526 <b>1 point</b> Dr Colin Fowler, <i>Aston University</i>	<b>Dispensing with influence</b> C-9134, EV-17688 <b>1 point</b> Sarah Morgan	<b>See at all distances, whatever your work style</b> C-9197, EV-17830 <b>1 point</b> Yolinda Gerber, <i>Hoya</i>	<b>Style Clinic+Day Spa</b> <i>Sponsored by Silhouette</i>
14.30 - 15.20	EXHIBITION	EXHIBITION	EXHIBITION	EXHIBITION
15.30 - 16.00	COFFEE / EXHIBITION	COFFEE / EXHIBITION	COFFEE / EXHIBITION	COFFEE / EXHIBITION
16.00 - 16.50	<b>Speaking bespoke - The art of hand made frame manufacture</b> C-9223, EV-17867 <b>1 point</b> Elaine Grisdale	<b>Differentiating your business - Lessons from the pub</b> Richard Hollings + drinking partner	16.00 - 16.30 <b>One Year Optometry Course,</b> Prof David Whitaker 16.30 - 16.50 <b>Vision Aid Overseas - Dispensing vision in the developing World,</b> Richard Rawlinson <i>Vision Aid Overseas</i>	<b>Style Clinic+Day Spa</b> <i>Sponsored by Silhouette</i>

CET

NON-CET

# The Agenda - Monday

Monday 29 September

08.30 - 14.00 Registration and Help Desk - Foyer of the Midland Hotel

09.00 - 16.00 Exhibition Hall opens - Alexandra Suite

09.30 - 16.50 Lecture programme

TIME	DERBY	LANCASTER	TRAFFORD
10.00 - 10.50	COFFEE / EXHIBITION	COFFEE / EXHIBITION	COFFEE / EXHIBITION
11.00 - 11.50	<b>Sports vision in practice</b> C-9055, EV-17527 <b>1 Point</b> Anja Querbach <i>Rupp And Hubrach</i>	<b>Training: Adding value to employee experience to improve practice profitability*</b> Dr Anthony Conway <i>Salford University Business School</i>	<b>Communicating lens options during the dispensing process</b> Martin Russ
12.00 - 12.50	<b>Vision and driving</b> C-9443, EV-18310 <b>1 Point</b> Dr.Kamlesh Chauhan <i>Manchester University</i>	Exhibition	<b>Payment card fraud and the compromise of your patients' personal information</b> Detective Constable Darren Bowler, Dedicated Cheque and Plastic Card Unit (DCPCU)
13.00 - 14.00	LUNCH / EXHIBITION	LUNCH / EXHIBITION	LUNCH / EXHIBITION
14.00 - 14.50	<b>Moisture release technology*</b> C-9126, EV-17681 <b>1CL Point</b> Jayne Schofield, <i>CIBA VISION</i>	<b>Creating an inspired customer service environment</b> Richard Hollings	<b>Optical Question Time</b> The chance to put questions in an open forum to UK optics opinion leaders <b>Chairman:</b> Glenn Tomison <b>Panel:</b> Barry Duncan ( <i>Next ABDO President</i> ), Dr Rob Hogan ( <i>College of Optometrists</i> ), Jon Levett ( <i>GOC</i> ), Malcolm Polley ( <i>FMO</i> ) plus other key speakers TBC
15.00 - 15.50	<b>Low Vision in the future - Why not get involved?</b> C-8957, EV-17297 <b>1 Point</b> Gil Smith	<b>Contact lenses - This eye which lens?</b> C-9044, EV-17523 <b>1 Point</b> Kim Devlin	
16.00 - 16.50	<b>Protection from the sun's UV and visible spectrum</b> C-9165, EV-17795 <b>1 Point</b> Andy Hepworth	<b>"Who wants to be a dispensing optician?"</b> C-9128, EV-17684 <b>1 Point</b> Duncan Counter	<b>Body Talk</b> C-9520, EV-18371 <b>1 Point</b> Susie Johns
17.00	CLOSE	CLOSE	CLOSE

\* Times shown are subject to final confirmation

CET
  NON-CET

## Essilor Challenge Trophy

The final of this prestigious event will take place on the morning of Saturday 27 September 2008. We urge you to come along and support your alma mater and to give encouragement to the future members of our profession.

## Style Clinic / Day Spa - Sponsored by Silhouette

Treatments are strictly on a first come first served basis and should be booked directly with Joseph Elliott Hair and Beauty. Please contact Stella Moore on 0161 236 9263.  
(Thursday, Friday or Saturday - Only)

## Gala Dinner

After dinner dance the night away to the sound of the 007teez and the Shagadelic's! - Sponsored by Transitions or try your luck at our after dinner Casino - Sponsored by Shamir

## Dress Code: 'Business Casual' - DRESS TO IMPRESS

Lectures and Exhibition - Smart casual wear  
Welcome Cocktail Reception Party - Smart casual  
Gala Celebration Dinner - Black tie/lounge suit for gentlemen and evening wear for ladies



## ■ Some of the highlights of the lecture programme

### SUNDAY

#### **SUNDAY 9am Photochromic lenses - the standard new lens?**

This presentation considers the technology behind photochromic lenses and how to communicate the benefits to potential wearers.

#### **SUNDAY 9am Seeing is believing?**

The results of the EASE study.

#### **SUNDAY 10am How to play the NHS - and win!**

A Guide to working with PCTs and LOCs

#### **SUNDAY 10am Pilots' vision**

This lecture covers the vision of pilots, the regulatory requirements and appropriate dispensing techniques and considerations

#### **SUNDAY 11.10am Free-thinking opticians - the way to independence**

This presentation will examine aspects of becoming an independent practitioner.

#### **SUNDAY 11.10am Bend it, snap it!**

A review of the use of Ortho-K and photography in optical practice.

#### **SUNDAY 11.10am Compensated prescriptions**

This presentation will explain why, when certain prescriptions are ordered from the lens manufacturer, the completed spectacles are returned with a note stating that when the prescription is checked on the focimeter, the value found will differ from the power which was ordered.

#### **SUNDAY 1.30pm See at all distances, whatever your work style**

Distinguishing between the different types of OPALs (Occupational Progressive Addition Lenses) available we will be analysing the design characteristics and applications of a broad range of OPALs on the market.

#### **SUNDAY 1.30pm What's Safe, and What's Not**

A user friendly guide will be presented to allow opticians to find their way through the maze of PPE regulations, general and specific, such as those relating to tinted lenses and driving.

#### **SUNDAY 1.30pm Dispensing with influence**

This lecture reviews some intriguing science behind why people may or may not act on our suggestions. It reveals why certain approaches in our own experiences are somewhat predictable. Increasing awareness of these behaviours can help understand our patients better, providing a new perspective on how to become more effective in the professional service provided.

#### **SUNDAY 4pm Speaking bespoke - the art of handmade framemaking**

The presentation will look at the world of bespoke spectacle frame manufacture from a theoretical point of view then illustrating this using two real-life case studies.

# MONDAY

## MONDAY 2pm **Moisture release technology**

Contact lens material innovation presents the eye care practitioner with new opportunities to better meet their patients needs and expectations. Practitioners need to understand what new materials can achieve and what are the differences between new products in the market. An understanding of the release of compounds from hydrophilic materials will better equip the practitioner to maximise the opportunity with new products and gain an appreciation of future applications of this technology.

## MONDAY 4pm **Who wants to be a dispensing optician?**

This session will take the form of lecture notes and an integral quiz, with approximately 20 questions being asked of the delegates during the presentation and discussion of several prescriptions.

## MONDAY 11am **Sports vision in practice**

The presentation deals with the following issues: "Why Sports-lenses?", "What is important for fitting Sports-lenses?" and "What kind of Sports-lenses are available?".

## MONDAY 11am **Training: Adding value to employee experience to improve practice profitability**

This presentation aims to provide guidance in the diagnosis of both individual and group training needs within the Practice and to enable delegates to develop cost-effective training programmes that meet such needs.

## MONDAY 4pm **Body Talk - A life skill for success**

Susie Johns will take you on a voyage of self-discovery to reveal the mysteries of body language. How you sit, stand, hold your head, gesture, speak; the clothes and colours you wear - all give clues that reveal the inner you and, more importantly, your colleagues and clients. To some degree, everybody can read body language. With Body Talk you will increase your vocabulary of gestures, facial expressions and non-verbal communication, thus enabling you to assess people really quickly. It will greatly improve your self-awareness, your communication skills and confidence. Although we are going to be discussing Body Language in a business setting, the knowledge you acquire has a universal application. So, you'll also get a whole new insight into your friends, politicians and even potential life partners.

## MONDAY 12pm **Vision and driving**

This presentation looks at the current research into vision and driving and tries to leave the listener with an understanding of how vision, and what aspects of it, is related to poor driving performance. Practical advice on how to help those suffering from visual symptoms when driving will also be offered.

## MONDAY 4pm **Protection from sun's UV visible spectrum**

A review of healthy vision linked to visual protection & visual quality to will be covered during this session. Areas covered in more detail will include the impact of the UV part of the visible spectrum on the eye along with a detailed look at distracting, discomfort & disabling glare.

## MONDAY 3pm **This eye, which CL?**

Contact lens case histories: what could have been done differently?

## Monday 3pm **Low vision in the future - why not get involved?**

A lecture to inform delegates of the changes in provision of low vision services and to encourage them to become involved in those services and to explain what is involved in providing a good, comprehensive low vision service.

# Susie Johns and Body Talk

**MONDAY 4pm** One of the highlights on the Conference agenda, that typifies our approach, is the inclusion of Susie Johns AGSM, B.Ed. who ABDO has commissioned to conduct a keynote presentation, entitled Body Talk, on Monday 29 September which will conclude this year's conference.



Susie Johns is not easy to categorise. As a Counsellor, Life Strategist and Motivational Speaker she manages to combine knowledge, experience and wisdom with highly refined intuition. She feels this gives her an uncanny ability to focus on what's really going on in someone's life; this, together with an awareness of precisely what they need to do to put things right, makes her very special. No wonder she has an international client list that includes royalty and 'A List' celebrities.

Susie is a gifted and entertaining communicator. As a Motivational Speaker she uses her Guildhall training and experience as an actor to help others with public speaking. Susie has enjoyed great success as a writer, and as a broadcaster on both radio and television. She has had regular columns for various publications including: The Daily Mail, GMTV Magazine, House Beautiful, and Flora Magazine. She has appeared regularly on television in shows like GMTV where she had a regular slot, This Morning where she has been a frequent guest and significantly, on her own ITV Network show, Sixth Sense and her regional series for Carlton Make Yourself at Home.

Given Susie's many skills, it's no surprise that she has accrued a reputation within the corporate world with clients that include: SmithKline Beecham, Tesco, Harvey Nichols, Warner Brothers, EMI, PolyGram, Liberty and now ABDO. She has also run workshops at Inglewood Health Hydro & Champneys. She is currently the resident Counsellor at The Dove Spa Mayfair where, in addition to seeing personal clients, she teaches meditation and runs workshops.

Regarding the Body Talk presentation, which is CET accredited, Elaine Grisdale is confident that it will prove highly relevant to optical professionals: 'Body language is both conscious and unconscious and first impressions are lasting impressions. Body language is non-verbal communication and forms 50% of how what we're trying to get across is understood by the listener hence its importance to dispensing opticians and other optical professionals is vital. The words we use only make up 10%, whilst the other 40% derives from the tone of voice. We're all brought up to believe that listening is a virtue but now you can see just what a complex and active process this is. This also explains how someone with awkward body language and a monotonous voice will lose the a patients attention very quickly'

Susie Johns believes that the key points she will outline in Body Talk can also be used on ourselves for self analysis so that we can make the best impression in our public and personal life. 'It can be applied in business, in selling, in understanding another person's point of view and getting the most out of an interview whether you are the interviewer or the interviewee. By being able to read the complexity of the person we are then clearer about how to handle the situation and move forward. During my presentation I want to reveal to opticians how to let their body do the talking!'

DANIEL SWAROVSKI

C R Y S T A L E Y E W E A R

# CHRISTMAS EDITION



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# ■ Silhouette Style Clinic - Sunday, 28th September 2008

Take a well earned break and relax at the Silhouette Style Clinic. Come and take the weight off your feet, participate in one of our workshops and take the opportunity to learn from experts, or simply relax, browse through the latest style magazines and enjoy some refreshments. Don't forget to pick up your goody bag!

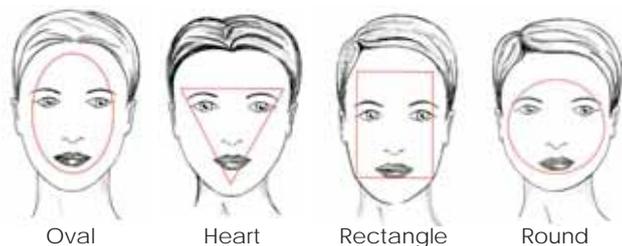
## Station 1: Make-up Master Class



Robert Ramsden is a Yorkshire based make up artist with over 9 years experience. Robert has worked for a variety of cosmetic companies, including Aveda, Chanel, Nars and Pout, before becoming freelance. For Silhouette's Style Clinic, Robert will be focusing on the eyes, selecting a colour palette that suits warm and cool skin tones and demonstrating how to defining your eyes with a touch of colour for a glamorous finish. Models will be required!

## Station 2: Face Shape and Frame Shape - Make the perfect frame selection

Eyewear can enhance the wearer's features if chosen correctly, and knock 10 years off of the wearer's appearance. Eyewear can balance the proportions of the face and provide a more harmonious appearance. This workshop will explain the 5 basic face shapes and their characteristics and provide you with some simple rules to ensure you always dispense the most flattering eyewear models. This workshop will be introduced by Sally Bates - Identity Optical Training.



## Station 3: Add Colour to your Life - Make the perfect frame selection

Do you stick to the basics - black, brown, gold & silver? Understand the impact that colour can have on your personality with Pauline Voce, colour and style consultant for Silhouette. Understand how to identify warm and cool skin tones and venture into the colours of the four seasons: spring, summer, autumn and winter. Model will be required!

## Station 4: The Virtual Mirror by Silhouette

Come and take a seat and experience the virtual eyewear



dressing room - the Virtual Mirror by Silhouette. Have numerous rimless eyewear models at your finger tips; try different shapes and colours until you find the perfect frame for you.

## Station 5: Visual Merchandising - TBC

Workshop/Presentation Times:

10.00 - 10.30  
11.15 - 11.45  
13.45 - 14.15  
14.30 - 15.00  
15.30 - 16.00  
16.15 - 16.45

Places will be limited to 15 per workshop and are on a first come first served basis



## ■ Speaker's CVs - CET Presentations

**Nick Atkins** is a UK contact lens optician who has gained commercial expertise working for Bausch & Lomb, where he held the position of Head of Marketing for their UK contact lens business, and as General Manager of Advance VisionCare, a successful refractive surgery clinic, he established in Harley Street, London. Over the past five years Nick has established his own specialist ophthalmic marketing and professional services consultancy, PTR Consultants Ltd. PTR currently boasts pharmaceutical and contact lens companies amongst its client base.

Nick has presented extensively on clinical and business related subjects throughout the UK and Ireland. Additionally, has coordinated a number of clinical trials, co-authored posters and written clinical papers and numerous articles. He is also a long-standing contact lens practical examiner for the Association of British Dispensing Opticians (ABDO) and is an inaugural Fellow of the British Contact Lens Association (BCLA).

Finally Nick is currently immediate Past President of the BCLA, a Director on the Board of ABDO and still finds time to do a regular contact lens clinic in independent practice.

**Dean Butler** is the Chairman of Winning Vision Services Ltd. He has also served as a Director of 1-800 CONTACTS since January 1998. Mr. Butler currently serves as a Chairman of Sight Resource Corporation, a US company that operates 116 optical retail stores, mostly in the Northeast. In addition, Mr. Butler is an owner of and Director of Vision Express Philippines, an operator of optical superstores in the Philippines, Guam and Singapore. In 1988, Mr. Butler founded Vision Express in Europe, which merged with the French retail group, GPS, to form Grand Vision in late 1997. In 1983, Mr. Butler founded Lens Crafters and served as its Chief Executive Officer until 1988. Prior to 1983, Mr. Butler was employed by Procter & Gamble in various marketing positions since 1969.

**Kamlesh Chauhan** studied optometry at Glasgow Caledonian University and completed a PhD at the University of Manchester looking at the accommodation response to flicker. Subsequently his research interests have included vision and driving.

Over the years Kamlesh has lectured in Binocular Vision, Visual Fields and Instrumentation at Manchester University.

Currently Kamlesh is the Chair of the Research Committee at the College of Optometrists and also sits on various sub-committees of the College and is an Examiner and Assessor.

**Tony Conway** is Senior Lecturer in Marketing at the University of Salford's Business School. He has published a number of journal articles, text contributions and conference papers on public sector and general services marketing. In addition he has been involved in a number of consultancies in customer care and service quality, for both public and private sector organisations. He has over 15 years experience in providing specialised training to the optical professional.

**Duncan Counter** has been working within training in optics for many years, both for the ABDO and in Company training sessions for past employers. He is an ABDO Practical Examiner and has a long history of representative work within the Association, including a term as President in the mid-90s, and is chairman of the CET Committee, a post he relinquishes at this Conference. Having worked in practice in many roles since the late 1960s; for the last three years he has focussed principally on training.

**Kim Devlin** has been a contact lens examiner for ABDO since its inception. She is a visitor to practices and supervisors training contact lens opticians. She also served on the working group for guidelines on the risks and implications of VCJD and chairs the working group that is presently updating ABDO's Advice and Guidelines.

She was also the ABDO representative on the Board of Management of OCCS from 1995 until January 2002 when she was elected to the General Optical Council.

She served on their Investigation, Registration and Finance Committees and many working groups. She was re elected in 2007 for a further five year term and serves on the same committees and working groups

In 2004 she was awarded the Hamblin Memorial Prize for outstanding contributions to Optics

**Ian Forrest** is a full time lecturer at City & Islington College, he is a visiting contact lens practitioner at The Queen Elizabeth Hospital Kings Lynn, Ian is a contact lens examiner for ABDO. Ian has presented at the BCLA conference five times, at The Irish Contact lens Society, NECLS & the ABDO conference, he has been co-author of four posters at the BCLA conference two of which have won prizes.

**Colin Fowler** Academic Support Officer (Optometry) Aston University, Birmingham  
BSc (Wales) Ophthalmic Optics, 1968.  
Pre-registration optometrist, Oxford Eye Hospital 1968-1969. BOA prizewinner 1969.

Lecturer/Senior lecturer in ophthalmic optics, dispensing, low vision, Aston University 1973-2007

PhD degree 'Aspheric single vision spectacle lenses for aphakia' 1985

Author of 'Spectacle Lenses-Theory and Practice' with K Latham-Petre, (Butterworth -Heinemann) 2001. Awarded Wiseman medal, 2004.

Member of the BSI sunglass committee. Member of the DVLA vision advisory panel.

**Yolinda Gerber**, originally from South Africa, now resides in the UK in sunny Norfolk. After doing various practice management courses, Yolinda graduated from APU in 2004 and has been in optics for 16 years, (combined in South Africa and the UK). She joined Hoya as an Area Sales Manager in 2004 and has recently been fulfilling the role as Professional Services Manager for Hoya. This role involves creating and delivering CET presentations to Optical Universities and professionals.

**Elaine Grisdale** is ABDO's Head of Professional Services and Principal Examiner in Professional Conduct. She is responsible for ABDO's CET provision, Advice and Guidance to members and is involved in negotiating with various bodies on legislative issues. A qualified DO, Elaine helped drive French lens manufacturer BBGR's implantation onto the UK market in 2004 following a brief spell in practice. From 1985 she spent 3 years working for Essilor UK as a lens consultant then area sales manager. In 1989 she was head-hunted by Essilor International, Paris. She progressed to Head of International Professional Relations for Opticianry and Optometry working closely with teaching establishments and associations worldwide. Previous to her PR role, she held international sales, marketing and teaching roles. She conceived and set-up Varilux University in 1998 - the 1st European Continuing Education Centre dedicated to presbyopia and the aging eye. She has lectured extensively worldwide on presbyopia and related subjects, published numerous articles, a book in Chinese (co-written with Prof. Irvin M. Borish) and a number of CD-Roms.

## Speaker's CVs - CET Presentations

**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 & Colleges along with CET to optical professionals.

**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.

**Susie Johns** - see feature on page 9

**Kristin Manor** is a Trade Manager and speaker for Transitions Optical in the UK and Ireland. She has worked with Transitions in the US for the past few years and has recently joined the UK team to focus on training and education. Prior to her career in optics, Kristin was an Account Executive in the legal industry, presenting and training attorneys and paralegals. Kristin graduated from San Francisco State University with a degree in Speech Communications.

**Sarah Morgan** is an optometrist and staff development consultant. She has worked in a variety of independent and multiple practices, which led to her passion for training. At the University of Manchester she is involved in undergraduate teaching across all three years of the optometry programme. With her expertise in the field of effective patient communication, she designs and co-ordinates staff training seminars for all members of the optometric practice team in addition to industry personnel. She has trained hundreds of staff in her tailored interactive seminars for front-line staff, dispensing opticians, optometrists and colleagues from industry. Sarah is the author of the book 'Up front - a practice knowledge guide' written specifically for front-line staff and she has released a DVD entitled 'The optical assistant's guide to contact lenses'. Her new book, 'The Complete Optometric Assistant', includes the everyday information staff require in addition to recommendations on how best to train staff in the practice. She has lectured extensively at conferences in the UK and the rest of Europe, North America and New Zealand. Sarah is a Fellow of the American Academy of Optometry and is a Fellow, past Council member and PR officer of the British Contact Lens Association.

**Gil Smith** qualified as DO in 1972. Since 1980 has practiced low vision exclusively. She currently holds low vision clinics in nine NHS hospitals and four PCT clinics. Gil was awarded the contract to manage the community low vision scheme in South Cumbria by South Cumbria PCT.

**Malcolm Polley** is the Chief Executive of The Federation of Manufacturing Opticians (FMO). Malcolm worked in retail optics, in the West End of London, for twelve years before turning to manufacturing optics and a career with The Norville Group, where he became Sales and Marketing Director. An extensive knowledge of frames, sports eyewear, lenses and the demands of running a practice, proved to be an enormous asset to Malcolm during his recent time as FMO Chairman. This experience has now been combined to support the present chairman in the drive to ensure that the FMO is relevant to today's optical marketplace.

**Anja Querbach**, Product Manager Services, has been working for Rupp + Hubrach, Germany, for two years. She is responsible for training concerning technical aspects of spectacle lenses, including questions on fitting progressive and sports lenses and questions concerning advice to the customer. Her work covers both internal and external training. Courses are specific to R+H employees, customers and business partners.

Previously she was working as an optical store manager, with responsibility for refractions, fitting spectacles and contact lenses, glazing service and sales of spectacles.

She concluded her studies at the University of Applied Sciences in Aalen with her diploma thesis, which was a comparative study on the in-wear water content of soft contact lenses.

**Martin Russ** Martin's experience in optics began in 1979 for an independent optical group in Bristol and the South-West. Then he joined what became Pilkington Visioncare, becoming Technical Manager and later Regional Sales manager. Since joining TMR in 1993, he has trained and lectured throughout the UK and abroad. He has also had various optical management articles published.

**Jayne Schofield** is Clinical Affairs Manager at CIBA VISION UK, part of the Professional Affairs team. Her role is to educate practitioners in contact lens related subjects.

Jayne delivers contact lens related presentations, workshops and CET events to CIBA VISION customers, professional bodies and optical societies across the UK. She is a visiting clinician at City University, a Fellow of the British Contact Lens Association and a contact lens examiner for ABDO.

**David Wilson** is the Head Teacher of optical courses at the Open Training and Education Network (OTEN) with students across Australia and New Zealand. He has been in optics for the past 35 years. He has written two books on optical dispensing, Practical Optical Dispensing, the second edition of which was published in December 2006, and, Practical Optical Workshop, published in 2002.

David has lectured in a number of countries including the United States, South Africa, Malaysia, Japan, China, Australia and New Zealand. He is an adjunct senior lecturer at Vision CRC at the University of NSW and a visiting lecturer at the University of Sydney. He is also a past President of the International Opticians Association.



## ■ Speaker CVs - Non-CET Presentations

**Barry Duncan** nurtured hopes of becoming a professional footballer when he left school. However, after embarking on this pathway, then taking stock of his future career route, he decided to pursue a career in quite a different direction. Having stumbled upon Optics with Vision Express under the Chairmanship of Dean Butler, he subsequently joined Dollond and Aitchison to begin the dispensing course. He qualified in 1999, passing all examinations first time.

It was past President and Area 12 Chairman Jim Russell who encouraged Barry to get involved in Area 12 activity. He has been Area secretary, CET representative until 2004 and is ABDO representative for Optometry Scotland. In 2005, at the CET Weekend dinner in Glasgow, he was awarded the Area Prize.

From there his involvements with ABDO increased and Barry began distance learning tutoring and practical examining. He greatly wanted to contribute to the affairs of the Association and was delighted to become part of the new Board in 2005. He was elected Vice President in 2006 and takes on the position of President at the September Conference. Barry currently works for Erskine Opticians in Dunblane.

**Richard Hollings** Training as a Dispensing Optician in an independent practice near Sheffield gave Richard a sound understanding of the requirements to build a successful optical business. After gaining FBDO accreditation in 1991 he moved across to the supply side of the industry and is now the Commercial Manager for SEIKO Optical UK.

**Rob Hogan** qualified as an optometrist 27 years ago, completing a PhD at Aston University with Professor Bernard Gilmartin. He is a Trustee and the President of the College of Optometrists, and a member of the General Optical Council. Rob is also Chairman of DOCET, a member of the Birmingham Local Optical Committee and his day job is Professional Services Director of D&A. Rob is married to Emma and has two small children, Ben and Alice. In what spare time he has, he supports Everton FC and enjoys his garden and electronic gadgets.

**Georgina Gordon** was appointed as Head of the LOC Support Unit in September 2007 following a career in the NHS. Georgina's early career was spent as a nurse, specialising in acute services, mental health and oncology. After a decade in clinical practice and a year working in Saudi Arabia she was appointed to her first Directors role on the Board of a community Trust. She then spent the next 16 years at Board level working in a number of different NHS Trusts. Her most recent appointment was as an executive director leading on commissioning in London.

**Jon Levett** is Director of Standards at the General Optical Council. Jon has responsibility for all standards related issues at GOC, and is project managing the reforms to GOC arising out of the Government's White Paper, Trust, Assurance and Safety. Jon joined GOC in 2006 after serving for 8 years at the Architects Registration Board,

the statutory regulator for architects in the UK, latterly as Head of Education with oversight of the accreditation of 40+ schools of architecture. Jon has a PhD from University College London, and more recently was awarded an MSc in Corporate Governance from Birkbeck College, London.

**Phil Mullins** qualified as a DO in 1988, initially working for a multiple, during which time he became the regional training manager. After a short time as a locum he joined Norville as Seiko product manager over seeing a number of developments including the UK patient trials and launch of the UK's first back surface progressive lens. During this time he presented a number of CET lectures including ABDO national and local CET events. In 2001 he returned to work for an independent practice however continued giving occasional CET lectures and having articles printed. In 2005 he joined the National Eyecare Group as business development manager and part of his role is to organise the group's annual CET seminars.

**Glenn Tomison** a registered Dispensing Optician for 30 years has spent his working life in the corporate optical world in a variety of positions and for the last 10 years as Professional Services Director of one of the large four optical businesses. During this time he served on the Management Committee of OCCS, was Vice Chairman of FODO and was co-opted to ABDO council. A part time clinical instructor and examiner at the University of Manchester for the past 20 years, he is also adviser to the GOC Standards Committee. A consultant in the recent past now currently employed as Director of Business Support for the largest domiciliary provider in the UK.

**Simon Wardle** Principle of Professional Financial Services, will be presenting '2 for 1s' as a business presentation at the conference, with a view to highlighting how premium dispensing and clinical excellence are the future for independent practices.

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**David Whitaker** Professor of Vision Science, University of Bradford

1987-1994: Lecturer in Optometry, Aston University

1995-present: Senior Lecturer, Reader and subsequently Professor of Vision Science, University of Bradford

2000-2004: Head of Optometry, University of Bradford

2005-present: Vice President, Association of Optometrists.

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## ■ The Exhibition

Saturday 27 September 08	14.00 hrs to 17.30 hrs
Sunday 28 September 08	08.30 hrs to 18.00 hrs
Monday 29 September 08	09.00 hrs to 16.00 hrs

A finger buffet lunch will be served in the hall from **12.30 hrs to 14.00 hrs** on Sunday and Monday and we urge you to take time to browse the exhibition at your leisure and discuss latest trends and developments from our exciting range of exhibitors and sponsors.



## ■ WIN an 8Gb IPOD Nano...

To win this fantastic prize you must visit all the stands in the exhibition hall and get your card stamped.

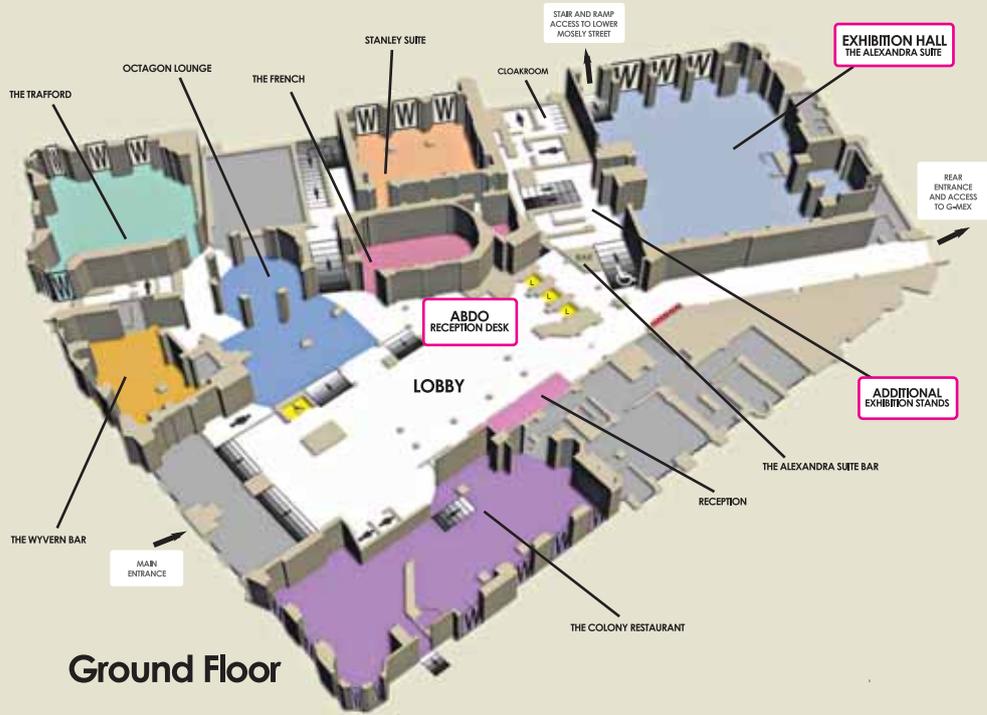
Please remember to place your completed order card in the ballot at the ABDO conference registration desk.

The cards will then be entered into a Prize Draw at the end of the conference.



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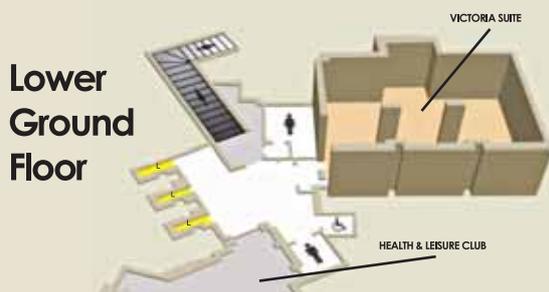
# The Midland - ABDO Floor Plan



Ground Floor



First Floor



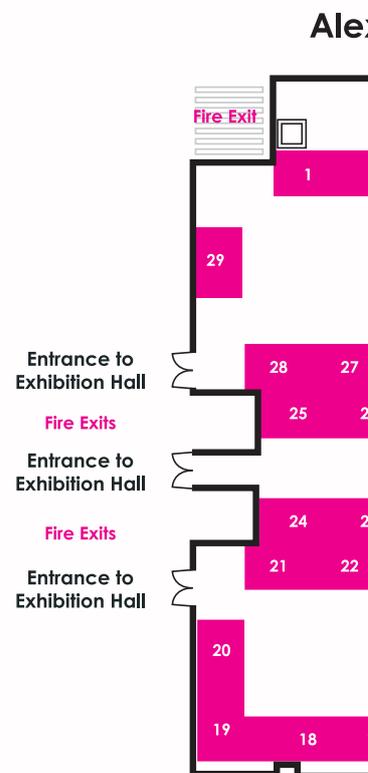
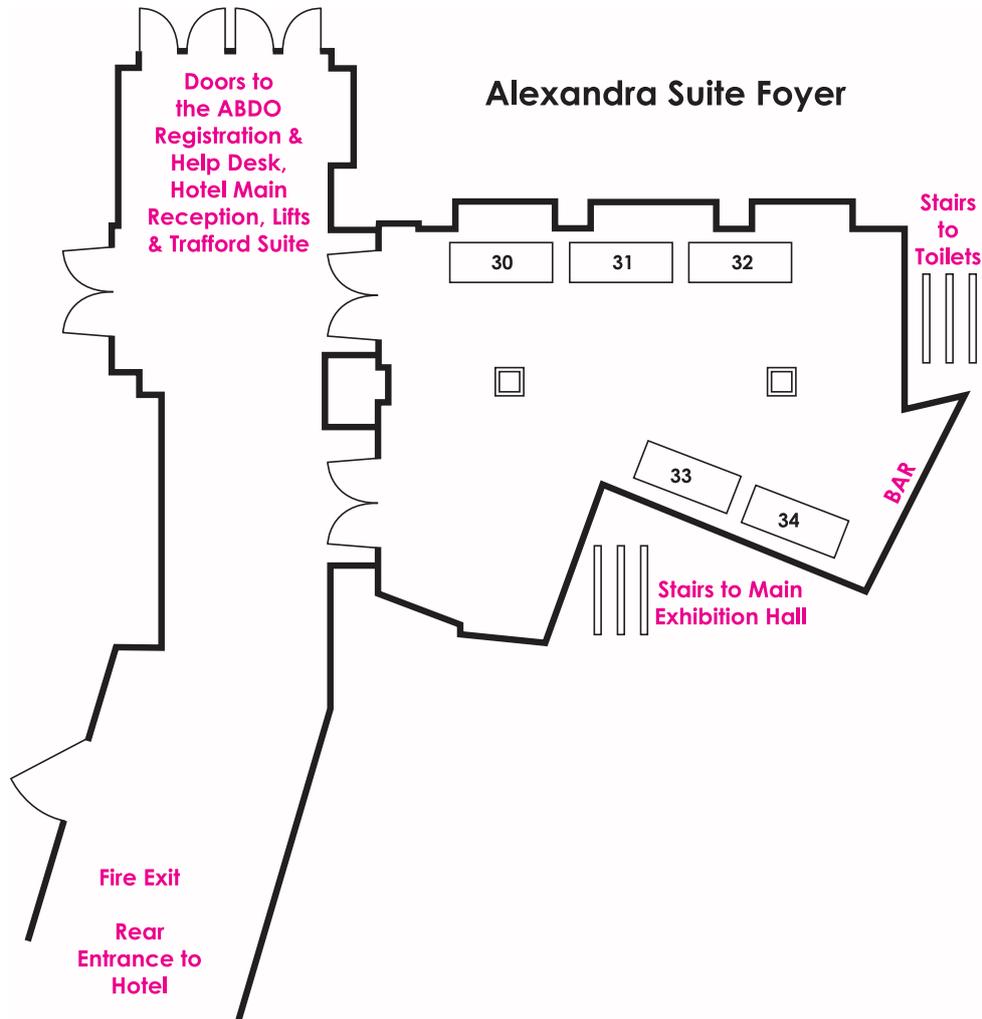
Lower Ground Floor

**KEY**

- BACK OF HOUSE
- PUBLIC ACCESS
- RECEPTION
- Ⓛ LIFTS
- ☎ TELEPHONES
- Ⓜ WINDOWS
- Ⓢ STAIRS
- ♿ TOILETS

## Exhibition Stand Locations

STAND	COMPANY	LOCATION	STAND	COMPANY	LOCATION
1	Continental Eyewear	Alexandra Suite	26	Hoya	Alexandra Suite
2	Wrx Eyeworks	Alexandra Suite	27	CIBA VISION	Alexandra Suite
3	Shamir UK Ltd	Alexandra Suite	28	Carl Zeiss Vision	Alexandra Suite
4	Nidek	Alexandra Suite	29	Lynx IDG	Alexandra Suite
5	Olympus Eyewear Ltd	Alexandra Suite	<b>PROFESSIONAL SERVICES SECTOR</b>		
6	Mainline Group	Alexandra Suite	30	Professional Financial Services	Alexandra Suite Foyer
7	BBGR Ltd	Alexandra Suite	31	Optical Express Group	Alexandra Suite Foyer
8	Optisoft	Alexandra Suite	32	OT Magazine	Alexandra Suite Foyer
9	Kio Yamato	Alexandra Suite	33	Specsavers Opticians	Alexandra Suite Foyer
10	Seiko	Alexandra Suite	34	Boots Opticians Franchising	Alexandra Suite Foyer
11	Transitions Optical	Alexandra Suite	35	ABDO College Bookshop	Victoria Suite
12	Brulimar	Alexandra Suite	36	ABDO College Bookshop	Victoria Suite
13	Essilor	Alexandra Suite	37	GOC	Victoria Suite
14	Hilco	Alexandra Suite	38	National Eyecare Group	Victoria Suite
15	See20/20	Alexandra Suite	39	SMC	Victoria Suite
16	I Eyewear	Alexandra Suite	40	Vision Aid Overseas	Victoria Suite
17	Logo Eyewear	Alexandra Suite	41	Association of British Dispensing Opticians	Victoria Suite
18	Rupp + Hubrach	Alexandra Suite	42	ABDO COLLEGE	Victoria Suite
19	Silhouette	Alexandra Suite	43	ABDO COLLEGE	Victoria Suite
20	Silhouette	Alexandra Suite			
21	Nikon Optical	Alexandra Suite			
22	Buchmann UK Limited	Alexandra Suite			
23	Ocuco	Alexandra Suite			
24	Eyeplan	Alexandra Suite			
25	Orange Eyewear	Alexandra Suite			



## Pushing the boundaries of technology

Something totally new is the Spectech™ forum which will take place on Saturday 27 September.



Instigated by ABDO, hosted by Optical World and supported by the FMO this symposium looks at new innovations in the world of manufacturing and how they can be embraced by opticians in the retail environment. Chaired by Prof Mo Jalie, the organisers are confident that optical technicians and optometrists, as well as dispensing opticians, will find the Spectech™ presentations thought provoking and informative. For the forward looking and technically minded this is surely a 'must attend' event.

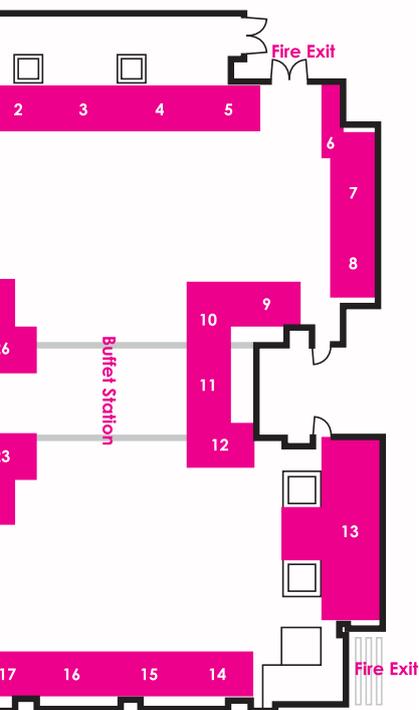
ABDO, working together with Optical World and FMO, have strived to bring together international speakers that will cut through the marketing jargon and get to the heart of the matter through objective comment. Often the true benefits of manufacturing innovations are slow to infiltrate to the main decision makers at retail level. Spectech™ is a forum designed to make the concepts behind new technologies more accessible and relevant, thereby assisting opticians in recommending them to their patients.

## The Spectech™ agenda

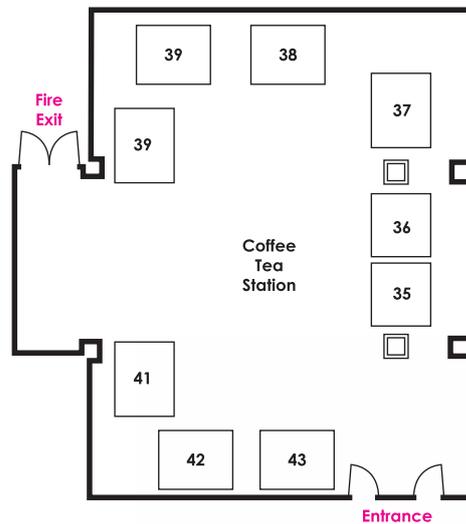
SUBJECT	SPONSOR	SPEAKER
Why use remote edging?	Buchmann UK	Klaus Kregel
Photochromic plastics	Transitions Optical	D P Morrin
Digital Surfacing	Essilor	Bruno Decreton
Frame Trends	Silhouette	Subject to final confirmation
Why Freeform?	Shamir	Dan Katzman
New developments in AR coating	FMO Reflection Free Council	Adam Brierley
Compensated prescriptions	Carl Zeiss Vision	Subject to final confirmation

**14.00 - 17.00 The Stanley Suite**

### Alexandra Suite



### Victoria Suite Lower Ground Floor



Please note: the room plans shown are not to scale





## ■ Main Sponsors



### Transitions Optical

For more than 15 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, and 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 more than 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 from 1990 to the present 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 1st October. The most advanced photochromic Transitions Optical have ever produced.



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**Instruments:** Visioffice our universal measuring system which quickly and accurately measures the entire range of parameters required for modern day lenses along with offering the most up to date lens demonstrations.

**Kappa CTD** automatic tracer & blocking edge, which is amongst the most sophisticated glazing systems on the market.

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**National CET Roadshows** that are held throughout the UK. The Roadshows cover a range of generic optical topics and also offer an insight into the psychology that underpins patient communication (3 CET Points).

**Open Day events,** held monthly at the UK manufacturing facility. The open days offer a fascinating tour of the state of the art facility which processes 10,000 lenses a day. There is also a CET element at which delegates receive information on a range of topics related to optics and communication (4 CET points).

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**Hoya**  
In order to support the Independent optician, Hoya representatives will be on hand to discuss your individual needs. Hoya will be running demonstrations of the latest Independent support tool, the Hoya Vision Care Centre. Designed to support your business and enhance your patients' experience, the Hoya Vision Care Center helps you to give personalised, in-depth consultations, using the latest Hoya software, offering you support as and when you need it! In addition, there will be a range of support material for our Indoor lenses, and a demonstration of the Hoya Vision Care Centre at the Hoya workshop, hosted by Hoya's Professional Services Manager Yolinda Gerber at 13.30pm in the Lancaster conference room. And if you attend the workshop, you're eligible for a discount on our brand new Hoya Vision Care Centre software! To find out how we can support your practice, visit the Hoya stand today!

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**Shamir**, founded in 1972, Shamir Optical Industry Ltd is one of the world's leading manufacturers of high-quality progressive lenses and moulds. Famous for its innovation, technological sophistication and rigorous quality assurance practices, Shamir is known for its quick response to changing consumer demands and its ability to fill custom-design product range orders.

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**CIBA VISION** are proud to sponsor the ABDO 2008 conference - A New Vision. This year has seen the company bring more exciting products and services to market for the benefit of eye care practitioners and their patients.

New **AIR OPTIX® AQUA** combines the natural elements of oxygen and water. This is achieved with the Aqua Moisture System to bring your patients a new level of comfort. Comfort on contact from a new, unique moisture agent in the blister saline Maintains all day comfort with a patented lens material, 33% water content Lotrafilcon B, to help maintain moisture throughout the day.

It features optimised biocompatible plasma surface treatment which sustains comfort every day with superior wettability and excellent deposit resistance from an ultra smooth surface.

**AIR OPTIX®** for Astigmatism is now available with a 1.75 cylinder power with axes around the clock in 10 degree steps. This lens material is Lotrafilcon B, the same as the AIR OPTIX sphere and has the same patented, permanent, biocompatible plasma surface treatment that resists deposits to contribute to healthy wear. This lens features the new Precision Balance 814 Design which offers patients excellent vision and comfort; practitioners reduce their chair time and increase their confidence by providing healthy contact lens options.

The new CIBA VISION Academy For Eyecare Excellence™. Part of a global initiative, the Academy has been developed to help UK Eyecare Professionals stay current with the latest clinical information on contact lenses and lens care, manage their practices as businesses, communicate effectively with patients and prescribe vision correction solutions that best meet patients' lifestyle and eye health needs. Go to [www.cibavisionacademy.co.uk](http://www.cibavisionacademy.co.uk) for more information or talk to your CIBA VISION Business Development Manager. **Please find out more at [www.cibavision.co.uk](http://www.cibavision.co.uk)**

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**To find out more about our comprehensive range, speak to a sales manager in your area:**

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<b>South East</b> tel: 07725 372942	<b>North East</b> tel: 07867 516653	<b>Scotland</b> tel: 07725 372962



### **NIDEK**

A visit to see NIDEK on stand 4 at ABDO 2008 is surely one not to be missed!

Come and see TearLab™ - a revolutionary approach to tear sampling and biomarker analysis and the first tear test to give laboratory accuracy at the point of care. Within seconds, tears are collected and the results displayed. Utilising only nanolitres of tears, results are easily attained and for the first time, on-site tear testing made safe and simple with TearLab™ will give an accurate single measure for tear film osmolarity leading to accurate and swift patient evaluation of ocular surface integrity.

Have a look at the Nidek AFC-210 Fundus Camera currently taking the market place by storm - the first Non Mydriatic Camera to offer Auto Tracking and Auto Focus. It also offers an exceptional high resolution of 12.8m pixels, full 35mm frame size and unique 0 to 45 degree linear picture angle.

Also available for a demonstration is the NEW NIDEK LEX Edger Series - the world's first retail edger capable of glazing high base curve lenses. Eyewear fashion has changed radically over recent years, highly curved sports frames coupled with complex super-hydrophobic coatings challenge the glazing process daily. LEX can handle the challenge!

The diversity of the Nidek LEX range offers multiple combination edging solutions to suit all practice needs. From the 'entry level system' combination of LEX-1000 with ICE mini+ to the 'Pro system' comprising of LEX-1000NT, ICE1000 Blocker & LEX Drill.

**For further information on any of the above please contact our sales team:**

tel: 0845 230 3020  
email: sales@nidek.co.uk  
[www.nidek.co.uk](http://www.nidek.co.uk)

## SEIKO

### **SEIKO**

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. Combining high quality and attractive designs with detailed features backed up by a brand that customers trust. SEIKO is quietly innovative and eminently practical providing frames that have contemporary styling with a quality finish, rather than high fashion.

*Another SEIKO First.* SEIKO made another major advance in technology with the introduction of SEIKO ORGATECH, a totally organic range of AR coated lenses. Conventional 1.67 & 1.60 AR lenses are liable to crack at temperatures in excess of 60°C. SEIKO ORGATECH should not crack even when exposed to temperatures as high as 120°C! They also have significantly enhanced resistance to scratches, impact, pressure & water. SEIKO ORGATECH are available in inner surface progressive designs NEO, EMBLEM & SYNERGY and single vision designs AZ Double-Aspheric, SSV aspheric & UMX Aspheric. Come and see SEIKO ORGATECH lenses boiled and a 228gms steel ball dropped on them at the ABDO Conference!

### **See20/20™** Practice Perfection

**See 20/20** has revolutionised practice management software with a web-based system that finally gives opticians real-time control on all aspects of their practice. Practice owners and managers have constant access to an accurate and up-to-date view of the practice and the tools to manage and develop the business.

See 20/20 software consolidates disparate information into one single source database, storing patient and staff data - helping opticians allocate resource where it is required and providing an infallible appointment diary that is accessible anytime, anywhere. Other features include real time marketing to improve patient return rates, new business generation with the help of Experian and CACI data profiles and increasing dispensing spends, accurate stock control, ordering and pricing. In short, everything an optician needs to run a more efficient and successful business. As well as taking the hassle out of IT, See20/20 offers a range of other products including Direct Debits with Flexible Payment Manager (FPM) that incorporates a Pay-As-You-Wear feature and contact lens ordering direct to suppliers.

tel: 0845 6120 141  
[www.see2020.co.uk](http://www.see2020.co.uk)

## Associate Sponsors



**Nikon Optical** is proud to be an Associate Sponsor of the ABDO Conference 2008 in Manchester

Nikon's uncompromising commitment to quality has been in evidence since its foundation in 1917 with the first spectacle lenses being manufactured in 1946. Today people around the world rely on Nikon for a wide range of quality ophthalmic lenses. Our extensive line-up of superior lenses and optical technologies has made the Nikon name synonymous with high quality and comfort.

Nikon's advanced optical and coating technology enjoys a reputation that is unsurpassed in the industry. It is the best hi-tech consumer brand, appealing to quality and technology conscious customers alike.

In 2008 Nikon continue to launch a range of Freeform Progressive lenses from entry to Super Premium level. In addition Nikon have further advanced their SeeSeries range to include a new coating, SeeCoat, and are soon to develop the Seemax range through SeeStyle, where visual quality is maintained whilst changing lens form to match frame curvature. This means improved aesthetics and the ability to offer even high base lenses without compromising on visual performance.

We are pleased to announce that Kevin Gutsell FBDO, Professional Services Director along with a number of Area Account Managers and Business Development Managers will be on hand to answer any questions you may have. Visit us on Stand 21 in the Alexandra Suite and find out how new initiatives can help your practice in becoming even more successful.

Nikon Optical UK  
3 Tanners Drive  
Blakelands  
Milton Keynes MK14 5BU  
tel: 01908 214100  
fax: 01908 214101  
email: [marketingenquiries@nikonoptical.co.uk](mailto:marketingenquiries@nikonoptical.co.uk)  
[www.nikonoptical.co.uk](http://www.nikonoptical.co.uk)



CARL ZEISS VISION

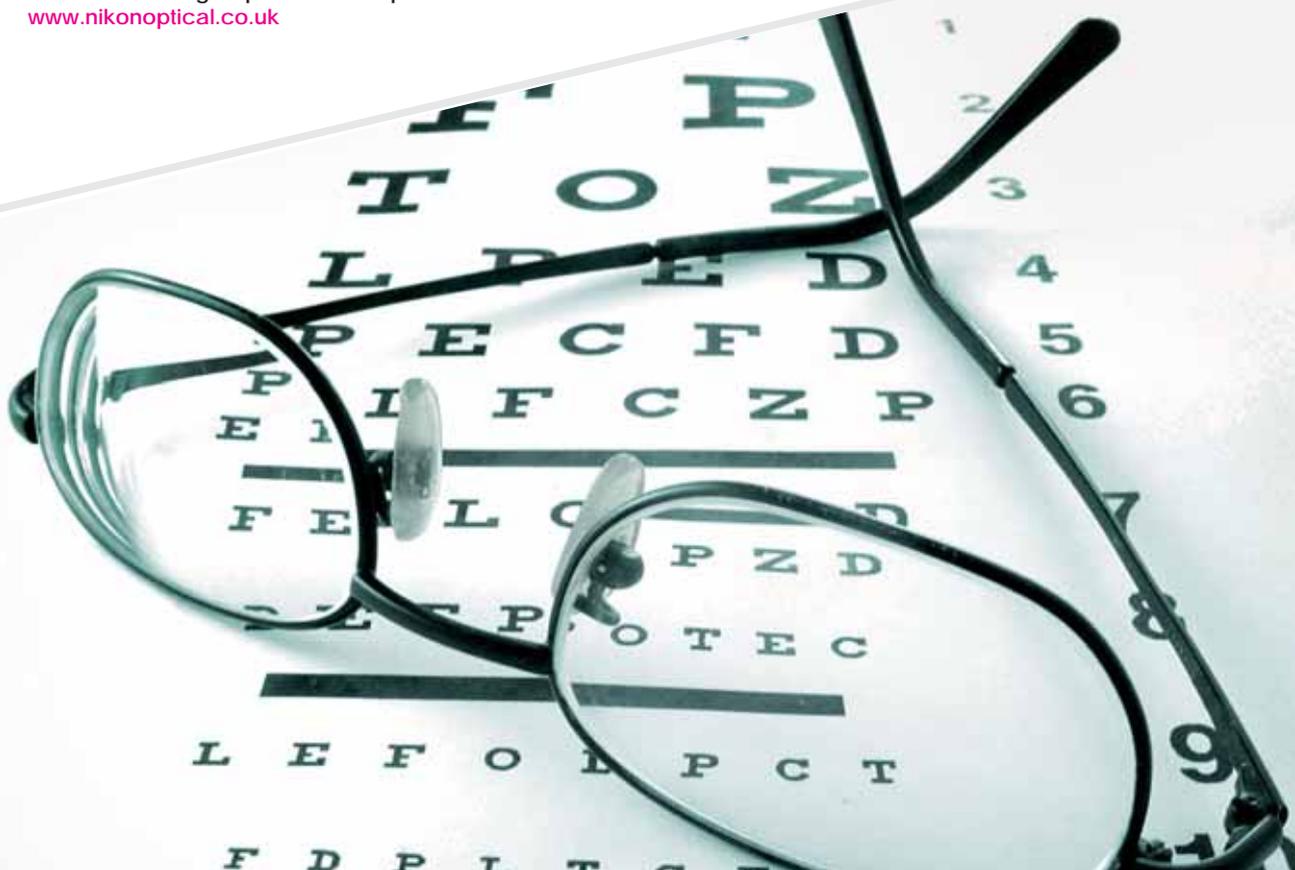
### Carl Zeiss Vision

The Carl Zeiss Vision stand will feature the popular Relaxed Vision Terminal which is a digital instrument that has a number of applications that can help increase accuracy levels and improve the awareness of optical measurement and frame fitting.

Its modern appearance also enhances the image of the practice and increases patient confidence helping to justify the recommendation of better quality and higher technology lenses by the practitioner.

For a new dimension in spectacle lens correction, Carl Zeiss Vision is also demonstrating the i.Profiler multifunction measuring system. It is the first fully automatic ZEISS aberrometer/autorefactor/keratometer based on innovative wavefront technology. During the measurement, the i.Profiler projects a fine, low-intensity bundle of light onto the retina where it is then reflected. The aberrations of the eye result in a deformed wavefront that can then be precisely analysed. These measured values enable calculation of the change in refraction under different situations of use and the measurement of higher-order aberrations of the eye such as coma, trefoil or spherical aberration. The i.Profiler is the enabler for the i.Scription™ process which is an optimisation algorithm that takes the higher order aberrations of the eye into account.

With the aid of i.Scription™ Carl Zeiss Vision is able to calculate optimised spectacle lens values using this information. In addition there will also be magnification devices for medical and professional use which include jewelers loupes and bespoke spectacle mounted units for dentistry and surgery. Details of the latest spectacle lenses from Carl Zeiss Vision will also be available, including GT2 3D and Gradal individual Frame Fit.



## Exhibitors

### BiB Ophthalmic instruments

This year sees the launch of a new innovative, powerful retinal screening device.

The RTA-3 is specifically designed for the retinal screening market and takes fully into consideration the role of Opticians/Optometrists.

The RTA-3 system is the ultimate practice differentiator & practice builder for retinal screening at high street level, unlike that of a stand alone Fundus cameras where the market has reached saturation, or the other option an OCT which is designed primarily as a diagnostic device for ophthalmologists. As optometrists we are paid for screening, the RTA-3 offers the ideal and complete solution.

The RTA-3 provides;

- Fundus image up to 60 degrees.
- Disc Topography
- Retinal Nerve Fibre Analysis
- Thickness Mapping
- A powerful follow up Analysis
- VSL Analyser measures the thickness of veins versus arteries and provides a stroke risk assessment.

At the exhibition we will be offering a special introductory price, along with a trade in allowance against fundus cameras. "The ultimate in high- tech dispensing".

An opportunity to experience and use the AnyviewPro and meet the developer Mr. Jeff Kwon. The system takes into account the very latest developments in lens technology by accurately taking all the required dispensing measurements, automatically. In addition the system offers some of the most powerful simulations to assist the dispenser in trading up to higher quality lenses.

Other features include frames on face and a powerful contact lens module, plus many other patient educational scenarios.

Stand location: Victoria Suite Foyer.

**The Brulimar Optical Group** is the UK's leading designer and manufacturer of eyewear for the adult, teen and children's markets.

The company, which distributes its frames throughout the UK, Europe, Canada and the Middle East, combines fashionable, wearable design with state-of-the-art eyewear materials and technologies to create highly marketable branded and private label collections.

At ABDO 2008, Brulimar will be showcasing its first ever children's collection for fashion brand, Bench. Designed to appeal to young people aged from seven to mid-teens, Bench Kids includes 22 models for boys and girls and draws inspiration from Brulimar's hugely successful Bench adult range.

In another first for the eyewear market, Brulimar will be giving visitors a preview of its collection for favourite children's character, Spiderman, which will be available in October 2008. The company is also featuring its latest adult designs for fashion brands, Playboy, Bench and Hooch, evergreen children's collections for Barbie, Action Man, Batman, Superman and Supergirl, and teen ranges, Pepsi and Pepsi Max. Brulimar's private label ranges, Aquarius, Carousel and children's collection, Top Secret, will complete the line up, including its new curl-sided temple technology which uses pliable, memory-plastic and is designed to help small children keep their frames on comfortably.

For further information visit the Brulimar Optical Group at Stand 12 or Call Alexander Harris at The Brulimar Optical Group on tel: **0161 655 7011** or email: **Alex@brulimar.co.uk** or visit **www.brulimar.co.uk**

**Buchmann UK**, the country's largest distributor of edging technology, with an estimated 50% share of the premium glazing market, is widely respected for the sales, service and support that it provides for WECO and Briot edging technology, Rodenstock Instruments, Henson diagnostics and Breitfeld & Schliekert practice equipment.

Buchmann UK is headquartered in Rochester, Kent with a regional support facility in Driffield, Yorkshire, which, together support the company's renowned levels of customer service.

Most recent product launches include the portable Tinsley MPod, developed at Manchester University to assess the condition of the macula pigment, and a new version launch of the highly successful Henson visual field analyser.

Jacky Buchmann, Chairman of Antwerp-based Buchmann Optical Holding, commented "The UK, one of the most important markets in Europe for edging technology, is supported by a strong team and a great commitment to our UK customers."

tel: **01634 662300** or visit **www.buchmann.co.uk**

**Continental Eyewear** will have their extensive portfolio of frames displayed at ABDO. Many new releases will be shown for the first time. Always popular at conference venues is the developments taking place in the exciting X-eyes ranges. Several new designs will feature further enhancing this cutting edge collection. A superb new X-eyes brochure will be available for delegates which illustrates the complete collection and has images to be used in an advertising campaign.

Fabric wall hangings will be available with all X-eyes purchases made at the Conference together with other point-of-sale material which will include showcards and frame stands.

The "credit crunch" is upon us so value for money eyewear will be an essential requirement over the coming months. The Lazer range has been extended recently to include several superb adults and children's frames. Excellent designs and fabulous colours will ensure the growing popularity of the range which will be offered at a special price over the ABDO weekend.

Jaeger London, a diffusion range bearing the iconic British fashion name, was launched with considerable success earlier this year. The 12 design collection has provided an increased profile for the brand and perfectly complements the existing range which now extends to over 40 designs. A special ABDO price for Jaeger frames will apply over the weekend and will include a prize draw for a bottle of Moet Chandon champagne!

- All frames on display are available for immediate delivery.
- Orders will be delivered during the week following the conference.

**Personnel in attendance:** Neal Grimason & David Strathie  
tel: **0151 426 3907** or **www.continental-eyewear.com**

**Eyeplan** is leading provider of monthly payment eye care schemes to independent opticians in the UK, this year we celebrate our 10th anniversary. Eyeplan works exclusively with independent opticians to help them improve their revenues and profits. Now with many opticians in the UK using Eyeplan and tens of thousands of individual members, Eyeplan can truly claim that the case for adopting the Eyeplan business model is well and truly proven. In the tough times that are forecast it is important that independent opticians encourage their patients to be loyal and discourage them from shopping around as the credit crunch bites. Eyeplan is an ideal way of doing this; securing contracted income for the opticians and offering fantastic value to the patient.



## Varilux Physio f-360<sup>™</sup>

High Resolution Vision with Fitting Conditions

**Essilor has once again broken new ground in terms of lens design with the introduction of a new personalised varifocal: Varilux Physio f-360°. The new lens takes High Resolution Vision to a new level thanks to personalisation of the design, with fitting conditions.**

The lens design takes into account five additional measurements: PD, vertex distance, fitting height, pantoscopic angle and dihedral angle.

By factoring these measurements into the design calculation of Physio f-360°, the areas of clear vision are aligned perfectly

in relation to the wearers' natural line of vision - from the distance zone, all the way through to the near zone.

The design features of Varilux Physio f-360° are still based on those of the original Varilux Physio lens and include two major concepts, Wavefront Management and Point by Point Twinning.

Each individually calculated lens is surfaced using Essilor's patented Digital Surfacing Technology.

The overall result is unsurpassed postural comfort with sharp, crisp vision achieved naturally and without constraint.

**For more information call  
01454 281 281**

**VARILUX PHYSIO f-360<sup>™</sup>**  
*an essilor lens*



## Exhibitors

### Hilco

For over 50 years Hilco has been built on a foundation of the highest customer care, quality products and innovation. Hilco provides a vast range of products; optical accessories, safety and fashion frames, protective sportswear, frame repair parts, tools, small machines and general lab consumables, and is well known for products such as Tap'n'Lok Screws, Logic Nose pads and Rimless Sunclips.

Hilco will be showcasing its' 2008/09 catalogue at the ABDO Conference, full of fantastic products ideal for the Dispensing Optician. The Hilco focus will be in two areas for the show. Firstly, maximising revenue with new and innovative products for the consumer, including the modern and stylish case range, trendy spectacle holders and new sports displays. Second focus will be on tools that make the life of the dispenser and optical assistant easier, with the improved range of professional products, featuring additions from the Sadler family, and products from Brain Power International.

Hilco is again supporting Breast Cancer Awareness in 2008, and will be displaying their complete BCA product range, in preparation of the Breast Cancer Awareness month in October.

Hilco is now the one stop for more than 20,000 products, providing vital supplies to the eyecare professional. Visit Hilco on stand 14 in the Alexandra Suite to view new products, and pick up the latest catalogues. **I Eyewear Ltd** is a family run distributor with an emphasis on customer service and quality, high margin products. Although a young company, our people have over a decade of experience within the optics industry. Our aim is to find niche products to suit market trends and distribute them in a friendly and uncomplicated manner. The products that we choose enable opticians to make a high margin in comparison with similar brands.

Our brands include 'Jacob Jensen Eyewear Collection'. Formerly the chief designer for B&O, Jacob has many design distinctions to his credit and enjoys international recognition as an innovative designer. His eyewear collection reflects his unique style and consists of exquisite, high quality titanium frames in a wide range of styles and colours. The rimless range allows complete flexibility in choice of shape and colour.

'Urband' is a French designed, Japanese manufactured titanium/acetate collection, founded by two ex-Mikli employees. These are light and comfortable contemporary frames and have a unique, patented 'screwless hinge technology'.

Our latest addition is the famous Jorgen Vesterby, 30 years of eyewear designs and founder of ProDesign. His designs are characterised by bold and fashionable use of colour and combinations of materials, which incorporate both classic design and the latest fashions. The new 'slow' collection from Jorgen, is going to be previewed at the exhibition. 'At the end of the day it's not only how well you see, but how good you look!'

For more details, please visit

[www.i-eyewear.com](http://www.i-eyewear.com)  
or call on 0870 428 6588

**Kio Yamato** Established in the United States in 1999, Kio Yamato is quite literally a renaissance of purity. In an age where status quo is encouraged, Kio Yamato has prided itself by being totally divergent from that end. Instead, Kio Yamato has established a foundation of unsurpassed craftsmanship and time tested quality, the likes of which are rarely seen.

Uniting only the finest titanium and spectacular plastics, through intricate construction and the highest tolerances, this strong foundation is continually laid with the birth of each frame. Now, upon this solid foundation arises innovative designs and technologically advanced processes which

further distinguish Kio Yamato. Coupling pleasing eye shapes, with balanced comfort, produces the most luxurious yet sensible eyewear of its time. Fashion is fleeting, brands rise and fall, but the quality and confidence of Kio Yamato is timeless.

O&X New York is a breed of eyewear that appeals to those who level themselves on contemporary, urban culture. A division of Kio Yamato Optics, O&X embodies a blend of sophistication, class, and style, previously unavailable in its class. This exciting line of eyewear is now accessible to all. The spirit of O&X surfaced in New York City. Unique and diverse colour combinations reflect the melting pot of the city.

Cutting edge, modern designs are inspired and developed, while the enduring classics stand ever present throughout O&X New York. Our extensive collection of titanium and zyl are fashionable and functional, as well as superior in quality. In essence, the spirit of O&X New York has purveyed fashion, style and value for all.

### Northern Ireland and Southern Ireland:

**Mrs Lindsay Hamilton**

tel: 07800 646892 or email: [Lindsay320@btinternet.com](mailto:Lindsay320@btinternet.com)

### Midlands, North East, North West and Scotland

**Mrs Debby Coath**

tel: 07940 556080 or email: [debbycoath@hotmail.com](mailto:debbycoath@hotmail.com)

### South, South East, South West, Channel Islands, Wales

**Mrs Sara Hosier**

tel: 07973 655104 or email: [sarahosier221@hotmail.com](mailto:sarahosier221@hotmail.com)

**Logo Eyewear** - please visit stand 16

**Lynx Interior Design Group** are the UK's leading optical interior specialists - we design, manufacture and install bespoke interior environments created specifically for the optical profession. As optical shopfitters, we also supply modular optical display systems and furniture, as well as boast one of the world's largest optical frame display and visual merchandising accessory collections.

The Lynx IDG design department will undertake a full consultation and prepare a design proposal using state of the art virtual reality CAD technology. We offer a complete range of design services and cater for all requirements from a small upgrade to a completely new installation. Lynx IDG undertake all elements of contract work necessary to create your new environment from its conception through to its completion should you require a full turnkey operation.

Our manufacturing facility will custom design and build all of the reception consoles, display systems, cabinetry, file storage solutions, dispensing stations, seating and all associated fixtures and fittings to complete your new interior.

All products are made to order in an almost infinite choice of materials - from real wood veneers, decorative and metallic laminates, HPL's, MFC's and stainless steel to glass, acrylics, aluminium, marbles, granites and corian - The possibilities are limitless and all product used is sourced from the market leaders in their own fields.

Installations undertaken by the Lynx I.D.G. organisation's show not only a marked improvement in staff morale but most importantly tangible and realistic growth in both turnover and profit alike. (Our research consistently shows turnover increase in excess of 35%) - making a practice refit a very attractive investment.

### Lynx Interior Design Group

**Orient House**

**Newton Street**

**Hyde**

**Cheshire SK14 4LN**

tel: 0800 387287

email: [info@lynxidg.com](mailto:info@lynxidg.com)

[www.lynxidg.com](http://www.lynxidg.com)

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*Amy Ward* TRADE MARKETING MANAGER

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Simple to use, this amazing 3D interactive software-based programme will take each of your customers through the process of understanding the options available to them. So they receive the optimum lens solution for their individual lifestyle

By adding a Hoya Vision Care Centre to your practice you will gain an instant advantage over your competitors.

Visit the Hoya stand at ABDO to receive a free HVCC demonstration!

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## Exhibitors

### Mainline Group

The Mainline Group was formed in 1984 initially to supply reconditioned edging equipment but this rapidly expanded to supply market leading new equipment and consumables to the optical market

Main Line Instruments, is run by Mr Simon Hawkins and Mr Paul Artley. They recognised that there was a market for an independent company to supply Ophthalmic equipment both new and reconditioned, with a friendly and supportive attitude to customer service. The company has acquired a number of prestigious distributorships including Tomey, Huvitz and the icare Tonometer. Technology has continued to bring advances in the consulting room and pre-screening areas with Mainline able to provide smart technology that remains simple to use yet still affordable.

Mainline Optical Connections is managed by Directors Mr Paul Christian & Mr Paul Artley. It supplies equipment and consumables into many practises throughout the UK. The glazing equipment side has gone from strength to strength following the acquisition of the Huvitz lens edger agency. This value for money reliable product has proved to be a favourite in all laboratory environments.

The company prides itself on providing a next day delivery service and 98% of its products are despatched from stock on the day they are ordered.

**Trading from two sites to give maximum UK coverage the companies can be contacted as follows:**

#### Mainline Optical Connections Ltd

6 Prince Road, Kings Norton Business Centre  
Birmingham B30 3HB  
tel: 0121 4586800  
fax: 0121 4586844  
email: [sales@main-line.co.uk](mailto:sales@main-line.co.uk)  
[www.main-line.co.uk](http://www.main-line.co.uk)

#### Mainline Instruments Ltd

Unit 40, Kellythorpe Ind Est, Riffild  
East Yorks YO25 9DJ  
tel: 01377 257752  
fax: 0800 7312024  
email: [sales@mainline-opticalconnections.co.uk](mailto:sales@mainline-opticalconnections.co.uk)  
[www.mainline-opticalconnections.co.uk](http://www.mainline-opticalconnections.co.uk)

### Ocuco

Founded in Dublin in 1993 is a pioneer of software solutions for opticians, dispensers and ophthalmologists. Ocuco is the market leader in the UK and Irish optical market, with around 65 staff and revenues of approximately 8 Million Euros, the company has the largest optical software development, delivery and support infrastructure in Europe, with offices in Dublin, Cardiff, Oxford and Bordeaux.

The company supports over 1,500 optical practices in the UK & Ireland, and another 750 in France.

The company's Labman software operates in more than 60 labs throughout the UK and Europe, while Innovations, another Ocuco optical manufacturing product, drives lab machinery in hundreds of optical labs across the globe.

Ocuco provides the highly acclaimed practice management software (PMS) solutions - Acuitas™ and Focus™ - to meet varying requirements (from reminder systems through to full blown paperless practices) to all sizes of optical practice from independents to medium sized groups and large chains through the British Isles.

Ocuco's strength is its ability to integrate clinical and retail, the application of leading edge technology and strong industry knowledge, accompanied by high levels of delivery, support, and service.

### Olympus Eyewear Limited

Olympus Eyewear is a family run company with offices in Leicester. We have an eight strong sales team and pride ourselves as being one of the leading suppliers of spectacle frames to optical outlets throughout the U.K. For many years the company has been recognised for its comprehensive range of affordable frames in the Genesis & Atlas collections covering traditional ladies, gents and unisex styles in both metal and acetate. Bettini is a stylish Italian collection for men and women with genuine Swarovski Crystals incorporated into many of the ladies models.

To meet the demands of patients requiring more colourful and extravagant designs, driven by the rapidly changing fashion influences in today's market, Urban and Fusion were launched at Optrafair in 2006. Both collections have proven to be a resounding success, providing funky, colourful and fashionable frames without the designer price tag.

To accompany our successful kids range K2000 we can now offer a range of fashionable designer frames with that grown up look within our new K2000 Fashion collection.

We also carry a number of collections from the Morel company in France. Lightec is a technical product produced in stainless steel and featuring a screwless hinge. Nomad is a collection in bold bright colours drawing inspiration from locations around the world. In addition, we also have Rebel for the sporty look and Gold Filled, traditional styles.

**To see all these collection please visit us at the ABDO Conference at Stand Number 5**

Or for further information contact our head office on tel: 0116 238 7521

**Optisoft** is the UK optical industry's market leading software, with more practices using the dedicated practice management and clinical system than any other.

Innovative and intuitive, the Microsoft® Outlook style interface is renowned for its ease of use and practice-building properties, especially since the recent launch of the Optisoft Enterprise Edition.

The growing emphasis on opportunities in the dispensing area has seen on-line lens catalogues from the major suppliers made available for the first time. Designed to cut practice dispensing time considerably this enhancement to the Optisoft system is set to reduce errors and maximise each dispense.

"While recall is the foundation to building a business, dispensing is the key to practice growth. The introduction of the new lens facility is a real opportunity to add value with quantifiable results," said Managing Director and Optisoft founder, Keith Sheers.

Enhancing the level of care for patients, and the resulting practice profitability, Optisoft is now approaching its 20th year of serving opticians throughout the UK.

For more information visit [www.optisoft.co.uk](http://www.optisoft.co.uk)

## Exhibitors

**Orange Eyewear** is a Manchester-based frames specialist that supplies exclusively to independent opticians throughout the UK and Eire. It offers something for everyone with an extensive range of stunning frames at varying price points. Collections include designer brands such as Betty Barclay and Vulkan, alongside its own recently rebranded label, Orange.

The diverse collections all share one key quality - each is effortlessly stylish and eminently saleable.

Orange Eyewear will be unveiling a wide selection of brand new frames from each of its collections at this year's ABDO conference, including 20 new models from its own highly successful label, Orange. This collection offers a variety of men's and women's contemporary styles, featuring an array of different eye shapes, side detailing and textures.

The latest striking models from the exquisite Été collection will be on show. Handmade in Italy, they feature a diverse selection of unique designs inspired by pheasant feathers.

A new series of the popular baby frames collection will also be on offer. Characterised by curled sides and a fixed silicone bridge, one model will be available in five gorgeous colours and five sizes, while the other comes in four fantastic colours and sizes.

We will be displaying the show-stopping designs of the Nici range, the most recent addition to our collections, together with the up-to-the-minute Men's range, showcasing stylish and masculine looks for men of all ages.

Please visit our stand to take advantage of the special show offers.

**Orange Eyewear Limited**  
Stand 25, Alexandra Suite

tel: 0161 773 5555  
email: [info@orange-eyewear.co.uk](mailto:info@orange-eyewear.co.uk)  
[www.orange-eyewear.co.uk](http://www.orange-eyewear.co.uk)

**Rupp+Hubrach (R+H)** have accumulated unsurpassed experience and expertise as prescription service since their foundation in 1922 as lens suppliers to Europe's most demanding ophthalmic market. The present-day R+H laboratories in their home town of Bamberg, South Germany, produce the firm's comprehensive "Made in Germany" range of branded prescription lenses, and feature a fully-equipped coating facility, extensive tinting department, and specialist glazing services for both sports and rimless lenses.

Now active in exports as well as in their home market, R+H have regularly been rated No. 1 in an independently-run "Best Supplier" survey among German opticians. Freeform technology for both premium single vision and personalised progressive lens production is complemented by strong R&D activity utilising R+H's own design software. Outcomes include the YSIS personalised lens family and SPORTS wrap-round prescription lenses (including the unique SPORTS free personalised progressive) which will feature on the R+H stand in Manchester, along with the latest innovations in Purlux and other advanced coating packages.

R+H's lens advances are matched by the company's commitment to make added-value lens dispensing and marketing easy through innovations in aids, programmes, on-line access and displays, plus the support of an expert, English-speaking customer service team.

**Visit stand 18 at the ABDO Conference exhibition to learn more.**

R+H contact details are:  
tel: 0870 225 0033  
fax: 0870 255 0034  
email: [export@rh-lenses.co.uk](mailto:export@rh-lenses.co.uk)  
or visit [www.rh-lenses.co.uk](http://www.rh-lenses.co.uk).

**Wrx Eyeworks** - please visit stand 2

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## Allow us to introduce the RTA 3

The first and most advanced solution for screening and **early detection** of the major back-of-the-eye-diseases; Glaucoma, Diabetic Retinopathy, Age-related macular Degeneration, and other Retinal Pathologies.

Hundreds of worldwide studies have validated the RTA's capabilities and hundreds of optometrists and ophthalmologists in the US, Europe and Asia use the RTA in their practices

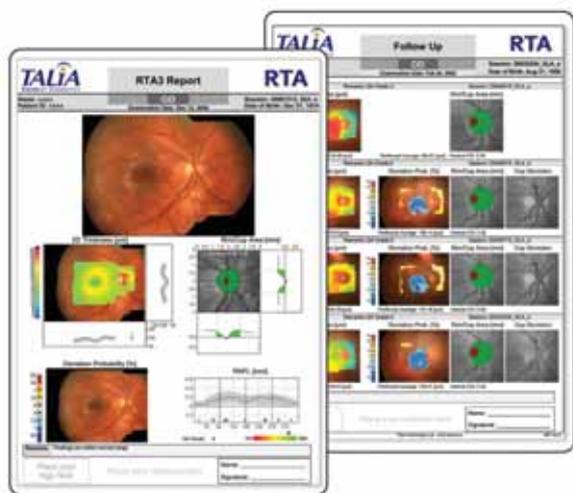
- **Quick** ■ **Non-mydriatic** ■ **3-4 minute exam** ■ **Objective and quantitative results** ■ **Easy interpretation and follow-up.**

### Benefits for you and your optical store

- **Generate** additional direct and indirect revenue streams
- **Extend your examination services** and attract new customers
- **Retain existing customers** by offering a baseline exam and periodical follow-ups
- **Position** yourself way **above** the competition

### Benefits for your customers

- Peace of mind regarding the health of their eyes
- Early detection of any retinal disease that may progress and cause loss of vision
- A baseline exam allowing periodical follow-ups with an automatic comparison analysis



For more information please contact | **BiB Ophthalmic Instruments**  
| 8 The Orbital Centre, Cockerel Close, Gunnels Wood Road  
Stevenage Herts, SG1 2NB | **Tel:** 01438 740823 | **Fax:** 01438 356093



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# RTA 3

**STAND LOCATION:**  
LOWER GROUND FLOOR OUTSIDE THE VICTORIA SUITE

**TALIA**  
VISIONARY DIAGNOSTICS

## Professional Services Sector

### Association of British Dispensing Opticians

Come along to the ABDO stand in the Victoria Suite and find out what's new. In the past year the Association of British Dispensing Opticians has developed considerably and staff from all departments (CET, Examinations and Registration, Dispensing Optics, Marketing, Membership Services, Professional Services) will be available to discuss all aspects of the Association's activities.

As a special feature at the stand, Low Vision workshops will be held at various times throughout the Exhibition. The LV workshop has been designed to provide opticians with a succinct insight on how to develop their professional skills in this specialist field which is in growing demand. In addition Advice and Guidance surgeries will also be held at selected times on Sunday and Monday.

### ABDO College

The ABDO College based in Godmersham, Kent now offers an extensive range of over 70 different courses. In addition it has also recently launched of a new Foundation Degree course in Ophthalmic Dispensing and staff will be on hand to discuss this exciting new development. Subject to availability it may still be possible to register for this new course at the Exhibition.

ABDO college staff also extend an invitation to all past, present and future students to come along and say hello and also invite tutors and students to use the stand location as a meeting point.

### ABDO College Bookshop

The ABDO College Bookshop supplies optical titles to the trade and individuals worldwide. Dispensing, Optometry and Ophthalmology books plus study and learning titles, rules, gauges and charts are all available using our fast, efficient and friendly service.

We also offer a special service for students who need a number of books to refer to in order to effectively study their course, just provide us with a copy of your reading list and we'll do the rest!

The new ABDO CET Re-registration pack and recently re-launched and repackaged ABDO e-learning CDs can also be purchased during the Exhibition at the ABDO College Bookshop stand.

### Boots Opticians Franchising

For more information about Boots Opticians Franchising please visit stand 34.

### General Optical Council (GOC)

Interested in becoming a GOC Council member?

The GOC is currently recruiting for professional and lay members to join its new Council from April 2009. If you are committed to patient safety and interested in professional regulation, you could be the perfect candidate.

Come along to one of our appointments surgeries to find out more about the member role and the appointments process. GOC staff will be on hand to explain the timetable for applications and interviews, what skills and experience members will need, what's expected and how much you'll be paid, and to answer your questions.

**Surgeries will take place at the following times, at the GOC's stand 37 in the Victoria Suite:**

**Sunday, 28 September: 15.00 - 15.30**

**Monday, 29 September: 10.00 - 10.30**

**Or come along to the stand at any time during the conference for more information.**

### National Eyecare Group

Supporting independent opticians for thirty years. The National Eyecare Group is the UK's largest purchasing

group for independent opticians. With nearly 900 members we have been supporting opticians for 30 years, lowering their costs and simplifying their paperwork.

As a group we have negotiated preferential terms for our members with most of the UK's leading suppliers of Frames, lenses, contact lenses and accessories, with the recent addition of telephone / broadband package and credit card services we can save your practice hundreds of pounds per year. Further savings are made from the simple single invoicing system that we operate, reducing a practice administration time and allowing you to spend more time with your patients.

In addition to the preferential terms with suppliers the National Eyecare Group has its own Practice Management Software Company, Optinet. Optinet software offers a comprehensive solution to your practice IT requirements and is used in over 300 Independent practices across the UK.

With no joining or annual subscription fees, you have nothing to lose and much to gain from joining the National Eyecare Group and although we do charge a small management fee on some transactions this is more than offset by the improved discounts that you will receive as a member.

If you would like more information on how The National Eyecare Group can save you money then please visit our stand over the weekend, alternatively you can email us or visit our website.

**email: [p.mullins@nationaleyecare.co.uk](mailto:p.mullins@nationaleyecare.co.uk)**

**[www.nationaleyecare.co.uk](http://www.nationaleyecare.co.uk)**

### OT Magazine

For more information about OT Magazine please visit stand 32.

**The Optical Express Group** has grown to become a European leader of selected healthcare services ranging from optical stores, laser and dental clinics to state-of-the-art medical hospitals and cosmetic treatment centres.

The Group's portfolio has developed to include laser eye surgery, private dentistry, healthcare services and cosmetic surgical and non-surgical treatments, as well as maintaining the core optics division of spectacles and contact lenses. The Group currently operates in the UK, Ireland, Belgium, Croatia, France, Germany, The Netherlands and the US.

As a market leader and one of the leading technological innovators in the world, the Optical Express Group provides international opportunities for our staff. We are dedicated to maintaining the highest standards of clinical excellence in our hospitals and clinics whilst upholding the greatest levels of technical expertise, knowledge and experience to achieve the best standards of patient care and safety.

We have opportunities across the UK and Europe for optometrists, contact lens opticians and dispensing opticians and we offer every employee a structured career progression plan. Optical Express is soon to launch Shared Venture Partnerships, allowing new and existing staff to share in the success of the business. For more information about the Optical Express Group please visit stand 31.

### Professional Financial Services

Formed in 1991, and now working exclusively in the optical profession, Professional Financial Services has built its reputation on offering clear contracts, honest informed advice and good business sense in matters of VAT and tax.

Associated with, and recommended by, all the leading instrument suppliers and optical associations, we can offer help for funding all projects from simple makeovers, full refits, consulting room and computer equipment, as well as cutting edge technology such as imaging and OCTs. We couple sound VAT advice with affordable options.



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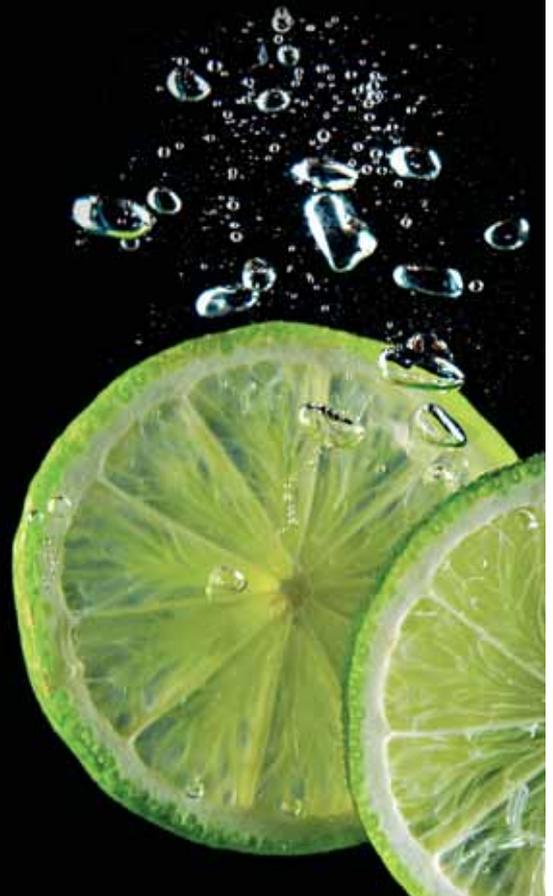
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## ■ Professional Services Sector

### **Specsavers**

Combat the Credit Crunch with Specsavers. Continuing to achieve incredible performance despite the gloomy outlook of many retail groups. Its joint venture structure - with individual practices owned and run by practitioners - makes for a strong team, in which dispensing skills are highly valued and rewarded accordingly; a diverse range of opportunities to gain new skills and an exciting CET programme. If you are a team-player with excellent professional skills, who is passionate about great products and value for money, come and talk to us about opportunities throughout the Specsavers Group.

**Why not come and chat to us at the Alexander Suite Foyer.**

### **The Worshipful Company of Spectacle Makers**

The SMC table-top stand will act as a distribution point for informative literature regarding the wide range of training courses for optical technicians and optical practice support staff offered by the Company. The SMC has been fighting visual impairment since 1629, promotes craft skills through examinations and conducts a wide range of charitable activities and social events, so if you are not a member why not consider admission to freedom of the Company? Enquiries and requests for further information can be made at the ABDO reception desk or with Michael Potter (SMC Freeman) or Sheila Hope (SMC Liveryman).

**Vision Aid Overseas** is a charity dedicated to helping people in the developing world whose lives are blighted by poor eyesight, particularly where spectacles can help.

VAO works by sending abroad teams of volunteer optometrists and dispensing opticians who set up clinics, screen large numbers of patients and provide appropriate spectacles. Many enter our clinics blind. They are provided with spectacles and leave 20 minutes later able to see for about the cost of a sandwich.

VAO is also involved with the provision of sustainable eye care development in the form of teaching, education and the development of optical workshops in our target countries. Countries in the developing world desperately need investment in their eyecare services and VAO is engaged in training and development activity to help them.

Research by the World Health Organisation indicates there are 300 million people in the world who simply need spectacles to lead a normal life. It is extremely easy to take eyesight for granted in the UK. On every high street there are optical practices. In the developing world many people will go their entire life without even having an eye test. VAO is determined to help more people than ever before and is grateful to everyone who supports us in the UK.

Vision Aid Overseas is the UK's only charity dedicated solely to the correction of refractive error in the developing world. Vision Aid Overseas sends teams of volunteer optometrists and dispensing opticians from the UK to countries in the developing world to set up clinics and dispense spectacles. In 2008 the charity is planning 24 projects and hopes to reach over 40,000 people. The charity's spectacle recycling scheme is supported by many thousands of people throughout the UK and it is estimated that the charity receives over 1,100,000 pairs of donated spectacles a year.

**Vision Aid Overseas**  
12 The Bell Centre  
Newton Road  
Manor Royal  
Crawley  
West Sussex RH10 9FZ  
tel: 01293 535016  
fax: 01293 535026  
email: [info@vao.org.uk](mailto:info@vao.org.uk)  
[www.vao.org.uk](http://www.vao.org.uk)



# Save the date for Brighton

Saturday 3 to Monday 5 October 2009



## 2009 ABDO Conference and Exhibition

Hilton Brighton Metropole

**Please note all optical professionals are invited to attend**

**ABDO Conference Office** (Event Exchange Ltd)

**Telephone** 01225 869 000

**Email** [rsvp@eventexchange.co.uk](mailto:rsvp@eventexchange.co.uk)

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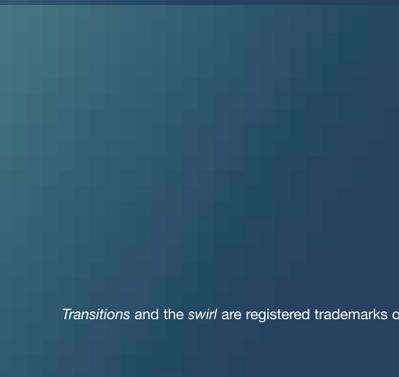


**HARVEY KAYE,  
 FERSHT OPTICIANS:**

*"EXACTLY THE SAME  
 AS HAVING A CLEAR  
 LENS INDOORS"*

**ELEANOR EDWARDS,  
 BROMPTONS  
 OPTICIANS:**

*"I CAN'T ACTUALLY  
 EVER SEE ME  
 NOT WEARING  
 TRANSITIONS  
 LENSES"*



**TOM CANNON,  
 EYE TECH OPTICIANS:**

*"FOLLOWING MY  
 TRIAL I WOULD  
 DEFINITELY  
 RECOMMEND  
 TRANSITIONS VI  
 TO EVERYONE"*