

Sponsors and exhibitors

Main sponsors

Topcon

Transitions Optical

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Hoya

Luxottica

Marchon

Shamir

Younger Optics

Conference lunch sponsor

Adlens

Low vision workshop sponsor

Optelec Limited

ABDO College

Reception lounge

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

Devotion and care are coupled with extensive professional knowledge to equip students with the understanding and skills for their chosen progression. ABDO College also has an impressive reputation for high standards and exemplary pass rates.

To discuss how we can help further your career please come and see us at the ABDO College stand.

ABDO College Bookshop

Reception lounge

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

Easy ordering and personalised service - the full range of publications and other products currently in stock can be viewed and ordered online via the ABDO College website (www.abdocollege.org.uk), but for more personalised service and advice come along and have a chat with the Bookshop Administrator, Justin Hall, at the ABDO College Bookshop stand.

Association of British Dispensing Opticians

Reception lounge

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

We appreciate much of the Association's work is not highly visible to its members, for example lobbying government and the DoH, working with the GOC, developing and refining the syllabus of our various professional examinations and ABDO's direct input into joint initiatives such as the Optical Confederation etc. Indeed much of what we do on a day-to-day basis is highly detailed and laborious but, none the less, vital to maintain and enhance the standards and status of our profession. The result of continuous effort, with activities such as those mentioned, has contributed greatly to ABDO's success and its increasing strength in the optical arena, both nationally and internationally.

As part of its many varied and extensive range of activities ABDO also seeks to offer its members a range of meaningful

benefits and services that can assist them in both their personal and business lives.

To find out more visit the ABDO stand.

Adlens

Stand 10

A different way to see the world

Variable focus eyewear

Adlens Oxford UK has grown from an extraordinary philanthropic initiative to provide low cost vision correction for those in need. Now they are a global enterprise which leads in the development and sale of variable focus eyewear.

Control your own vision

For centuries the power of an eyewear lens has been static, and this is how we have had to learn to see the world. Vision, however, is dynamic: ever-changing throughout our lives. Variable focus eyewear designed and developed by Adlens, closely models the eye's natural dynamic behaviour, restoring vision quality and control. It is outstanding innovation that continues to win awards around the world.

Innovation is infinite

Their first commercial product, Hemisphere, was launched in Spring 2012. It is the world's first complete range of variable focus prescription eyewear, covering spherical powers from -4.5OD to +3.5OD. Built on their Fluid-Injection technology, each lens can be adjusted independently to reach an individual's ideal near, intermediate or distance vision requirement, providing instant vision correction and immediate dispensing. See better - instantly.

Listening and learning

"The team at Adlens sees the ABDO conference as a real opportunity to work with the optical industry to provide exceptional eyecare in an entirely new eyewear category." Michael C. Ferrara, CEO and Executive Chairman of Adlens.

Visit us

Visit Adlens at booth 10 to try out their multi-award winning products.

For more information visit www.adlens.com or contact:

Drew Oppermann

VP of Global Sales

drew.oppermann@adlens.com

Tel: +44 (0) 1865 980 400

Bigatmo

Stand 4

Bigatmo - Sunglasses with Altitude...

Bigatmo sunglasses were initially developed for aviation and one pilot's search to find a pair that would perform and protect, as well as be comfortable for many hours in the challenging flight deck environment. You may have seen our story already - described in the July edition of *Dispensing Optics*.

Bigatmo sunglasses are designed to handle the high-contrast environment encountered by airline pilots, but they are equally at home at sea level and are excellent for a wide range of sports/ recreational activities. There are five distinctive eye-shapes - all featuring sculptured titanium frames with beta titanium sides and designed to be strong, light and incredibly comfortable. All Bigatmo lenses use sophisticated Trivex/NXT technology and all have hydrophobic and 8-layer AR coatings. Our lenses are the result of extensive testing and development. They are available in high-speed photochromic, high contrast narrow band polarised and an excellent HCNB standard lens which makes colours come alive.

It has been estimated that 35 to 40 per cent of pilots require some form of prescription and so we have taken our RX programme seriously from the very beginning. Bigatmo RX is available in both single vision and progressive prescriptions using freeform technology together with advanced 'lifestyle' designs.

Currently Bigatmo sunglasses are enjoyed by increasing numbers of customers, obviously in aviation, but also in all kinds of other areas too.

www.bigatmo.com

Bradford School of Optometry and Vision Science

Stand 29

BSc (Hons) in Optometry

We offer a three-year academic programme leading to a BSc (Hons) in Optometry.

For UK registered dispensing opticians and contact lens opticians, we also offer a Career Progression Programme, also leading to a BSc (Hons) in Optometry.

Bushnell Performance Optics UK Ltd

Stand 22

Bollé and Serengeti's expertise in the optical industry is further demonstrated by our new range of products geared towards top end performance with style in both plano and prescription.

Serengeti technology was originally designed to be incorporated into a car windscreen to highlight the 'driving' colours red, green and yellow enabling drivers to react to brake lights, traffic signals and road signs more quickly. The technology moved

into sunglass lenses and the line of Serengeti eyewear was born. Voted once again by *What Car?* magazine as the best lens for driving, Serengeti has launched a new Ultra-Light glass lens which is 20 per cent thinner and lighter. Favoured by professional drivers, Serengeti's exceptional clarity and flawless quality combined with photochromic technology, polarisation and a Spectral Control filter gives vibrant, crisp, sharp vision in all weathers.

Bollé, Official Supplier of sunglasses to Skandia Team GBR, the British Sailing Team in the Olympic and Paralympic Classes, has had enormous success with its Marine Collection catering for the needs of sailors and those who want a fantastic quality polarised lens for sport. The range has expanded and is going from strength to strength. Our new cycling and running sunglasses have captured the imagination in neon yellow and neon pink frames with Trivex lenses for superior visual acuity. Bollé focus is now also on the winter ski season and our new launch Alpine Collection offers a range of styles with Trivex lenses and vibrant frame colours to help skiers see better and look better on the slopes.

We look forward to welcoming you to Bollé and Serengeti.

Charmant

Stand 21

The Charmant Group

Excellence in Titanium

Drawing on decades of experience, the Charmant Group, one of the world's leading eyewear companies, masters the difficult task of combining highly specialised technology with contemporary designs. Since its foundation, the Group has been committed to uncompromisingly high standards in continuous research and development of modern day eyewear.

As early as the 1980s, Charmant pioneered the eyewear market with Charmant Pure Titanium frames, a segment which the Group continues to spearhead.

Charmant's latest contribution to the Titanium eyewear market is a revolutionary new material named Excellence Titan. Resulting from eight years of joint research in Japan with the Nihon-Sozai Company and the Institute for Material Research at Tohoku University, Excellence Titanium is a superior, extremely light-weight, nickel-free titanium offering much more flexibility than any other titanium alloy.

As well as the research into developing Excellence Titan, Charmant has also collaborated with the Joining and Welding Research Institute at Osaka University in Japan, to develop a new laser technology to allow this new Excellence Titan material to be cut and shaped into endless design possibilities without compromising the strength of the material itself.

Excellence Titan along with this latest precision laser technique has been brought together by Charmant and is available in several of its titanium ranges including LINE ART by Charmant, a sumptuous range for ladies and Charmant Z-Titanium a stylish and smart range for men. In 2011, The Charmant Group received the Good Design Award from the Japan Institute of Design Promotion.

2012 is also the anniversary of 25 successful years of Charmant in Europe. A celebration of the group's Japanese heritage in partnership with the best in European design.

Charmant is delighted to be a part of the 2012 ABDO conference. Other collections include, Adlib, Charmant Titanium Perfection, Elle, Esprit, Puma and Trussardi.

For more information please contact
Charmant UK Co Ltd,
Tel 020 8992 9222,
Email sales@charmant.co.uk.
www.charmant.com

Continental Eyewear

Stand 32

Having been established nearly 30 years Continental Eyewear has developed an enviable reputation over that period for having an excellent product portfolio supported by superb service. These factors, along with competitive prices, all contribute to the continuing success of the company. The ABDO conference and exhibition provides an excellent opportunity to showcase our frame range. All our collection will be on display.

In addition to the current frames, there will be a plethora of new models making their debut – prior to them making their way across the channel immediately after the ABDO conference to be shown at Silmo in Paris. Always popular at exhibitions is the X-eyes range. Superb new designs will further enhance the appeal of this collection. Jaeger, the iconic British fashion brand, will feature new releases in both the Pure Titanium and London ranges. The Pure Titanium collection in particular ticks all the boxes for an eyewear brand. The name is known to the public, it is a British name developed specifically for the home market by Continental Eyewear, quality is unsurpassed, deliveries are excellent, prices are competitive and last – but by no means least – they are ideally suited to the presbyopic market. A massive proportion of the spectacle wearing public!

Budget ranges have been particularly popular in these difficult economic times. The Lazer range is a comprehensive collection of frames (in excess of 60 models) for both adults and children. Recent additions will be illustrated in a new brochure available on the stand. The Matrix and Zenith ranges will also feature on the display. Geek chic is certainly very evident this year and the Cameo collection now has 10 designs at affordable prices.

New point-of-sale material for the Jaeger frames will be available (subject to a minimum order) which will include a display stand and mirror. An example will be on display.

The Continental team look forward to welcoming their customers to Stratford-upon-Avon.

EYES is the leading monthly magazine for key staff in all UK optical practices.

In an exciting, fashionable format *EYES* features up-to-the-minute ophthalmic frame fashions, the latest optical products, comprehensive dispensing articles as well as monthly accredited education articles for both optometrists and dispensing opticians.

Essilor Ltd looks forward to meeting you to stand at this year's ABDO conference.

This year, in addition to our outstanding portfolio of Essilor lenses, we will be highlighting the benefits of our new Crizal UV and Optifog with Crizal UV lenses which have become firmly established within the Essilor range. A CET approved presentation will be delivered on Sunday which highlights the ocular danger linked to UV exposure and how we as eye care professionals can help our patients protect their eyes against this high energy menace.

We will also be showcasing the Visiooffice Universal Measuring system which now includes new measuring tools to facilitate dispensing of personalised lenses. Come along and find out how you can use Visiooffice and personalised lenses to differentiate your practice.

The Essilor Instruments team will also be on hand to demonstrate the brand new range of optometry equipment that has only recently become available. If you are interested in edging equipment why not come along and have a demonstration of our top of the range Mr Blue.

Join us on stand 13. We look forward to seeing you there!

FEI the UK frame distributors are delighted to exhibit at ABDO this year and they're bringing some of the hottest international frame brands to the UK. Offering independents products that are innovative, successful and unique. The brands from FEI include Zuma, Lightec by Morel, Dilem, Oxibis and Exalto.

Zuma delivers opticians excellent value without compromising on quality. The latest ranges are filled with colour and style while being extremely light and wearable. This season's titanium collection has a range of exiting rimless as well as the introduction of some half rimmed styles retro styles being introduced later this summer.

Lightec is the international bestselling brand by Morel. Lightec essentially combines lightness and technology, the brand is renowned for its patented screwless sprung hinge mechanism. This year Lightec has introduced some stunning styles whilst introducing materials such as plastic and carbon which are already proving a big hit.

Optraward winning Dilem is ultimately something that has never been seen before with its patented revolutionary interchangeable temples and vast array of frame styles and designs. Dilem is capturing the imagination of practitioners and customers with hundreds of temples on offer from the colourful to the glitzy, with some very desirable additions for this season.

Oxibis and Exalto complete the line-up, the handmade multi award winning brands from France with a list of Silmo d'Or prizes to their name. The Oxibis range is a contemporary and creative style inspired by the latest trends in high street fashion, design and architecture. While Exalto's range exemplifies their usual masterful craftsmanship using only the finest high end materials including Carbon, Zebrano Wood, Onyx and Alligator Leather (sourced from certified animal protecting controlled stocks).

Hoya has had a presence in the UK for over 30 years and in that time has become renowned for innovative products and services. Their global presence and continuous investment in R&D and the latest manufacturing methods, has enabled them to introduce to the UK market the best quality lens materials, the most advanced lens designs and superior treatments; all suited to the evolving needs of consumers.

Hoya's ophthalmic lenses are manufactured with the greatest care and precision and correspond to the strictest optical, aesthetic and cosmetic quality standards. Every lens goes through a rigorous series of checks at all stages of the manufacturing process to ensure consistency.

The Hoya product range offers an extensive selection of both FreeForm and Conventional designs, delivering a solution perfectly suited for every spectacle wearer. Hoya's FreeForm progressive designs include the award winning Hoyalux iD MyStyle, which offers unparalleled personalisation, and their TrueForm range of lenses are an ideal way to introduce patients into the world of FreeForm.

Hoya constantly aims to develop technology to support their customers: Opticians who want to be sure they are selling the best available products, and people who desire natural, crystal clear vision at all times. This can be seen with their hi-tech dispensing apps for the iPad, Hoya Vision Consultant and visuReal Portable.

For your chance to try Hoya TrueForm lenses for yourself and to have a look at their much talked about apps make sure you visit the Hoya team at the 2012 ABDO conference and exhibition.

Contact us for more information on:

Web: www.hoya.co.uk / www.hoyanet.co.uk
Email: supportingyou@hoya.co.uk
Tel: 0845 330 0984 (UK) / 0044 1978 663 100 (Eire)

International Eyewear

Stand 25

International Eyewear Limited have been supplying eyewear and prescription sunglasses to the profession for over 20 years, continually striving for excellence. It was first established as a family run company founded in 1988 and has since evolved by joining forces with the German based Eschenbach group back in 2008; however the family still remain core members of the company. International Eyewear was one of the first UK frame importers to be accredited with ISO9002 and are an industry leader in quality control. From the beginning International Eyewear's philosophy has been "Quality, Service and Fair Price" encompassing the company's goals.

The company is awash with strengths, the main one being the in house brands, featuring a broad range of products catering for all socio-demographic groups. The main aim is "To have product to suit every individual who walks through the Opticians door" therefore appealing to a broad spectrum of target markets. We supply over 90% of independent opticians in the UK and Ireland. The company's core business considers over 4,800 independent accounts, along with over 70 prescription labs nationwide.

International Eyewear has a long term trusted reputation, where quality and service fuse to encompass the company ethos. A combination of reputation, quality, service and the experience of a dedicated team backing are the building blocks of the company.

Macular Disease Society

Stand 28

The Macular Disease Society is a specialist charity for people affected by any form of the condition.

We have around 16,000 members and support many more through our helpline, counselling, advocacy and low vision services, and through our network of more than 240 local groups. We have a network of over 1,500 dedicated volunteers across the UK.

We are dedicated to providing high quality, impartial, information and practical support so that those with the condition may make the most of their remaining vision. We campaign for improved care and work with other charities and eye care professionals to achieve this.

In addition to our prime purpose of providing support for members, the Society actively promotes and funds research into macular disease.

Mainline Instruments

Stand 30

Mainline Instruments was established in 1997 and provide high quality ophthalmic instruments and accessories to the optical community. We pride ourselves on our outstanding service and support within both the optometry and medical divisions.

We are very proud to have such strong links with major international manufacturers, enabling us to bring you the latest technological innovations to ensure that your practice, clinic, or retail outlet operates in an efficient and profitable manner.

Marchon

Stand 18

Marchon is one of the world's largest manufacturers and distributors of eyewear that exemplifies supreme quality, fashion forward trends and technological innovation.

Since our founding in 1983, Marchon has developed an extensive designer portfolio, which includes:

- Calvin Klein Collection
- ck Calvin Klein
- Diane von Furstenberg
- Emilio Pucci
- Fendi
- Jil Sander
- Lacoste
- Karl Lagerfeld
- Michael Kors
- Nautica
- Nike
- Nine West
- Salvatore Ferragamo
- Sean John
- Valentino

Marchon is an innovator and has also established entirely new product categories, such as Flexon, the revolutionary, original bendable memory metal. The company also launched Marchon3D, which combines the patented M3D lens technology with fashion trends to produce a 3D sunglass that optimizes the 3D viewing experience while simultaneously offering UVA/UVB protection in a sunglass.

Dedicated to providing high quality products and exceptional customer service, the Marchon team look forward to seeing you at the ABDO conference and exhibition to help you discover how we can work together, in partnership. Our customer's success is our success!

You can also contact our team now to find out more: Marchon Customer Service 0800 72 2020.

Max Eyewear Limited

Stand 39

Max Eyewear Limited is a company with over 50 years' experience in manufacturing and supplying frames. Our range of products includes Romeo and Juliet LONDON, Max, Loox and Univo.

We supply independent opticians as well as chains and wholesalers.

With more than 250 models of frames and sunglasses and stocks of about 250,000 pieces the company's aim is to offer a high level of satisfaction to its customers.

Menrad

Stand 14

For more than 100 years Menrad has been active in the spectacle frame business. Under the management of the Mueller-Menrads this traditional family business has been developed into a modern and future orientated enterprise. With approximately 1,100 employees and sales of 1.5 million frames a year Menrad is one of the leading companies in the optical market.

Worldwide Menrad is represented by eight subsidiaries in Great Britain, Ireland, France, The Netherlands, Switzerland, China and Dubai as well as in all German speaking countries.

"I believe in the power of thoroughness. Quality will always prevail." This guiding principle of the company's founder has been Menrad's philosophy throughout the years. Precision, care, accuracy and craftsmanship are the mainstays of every individual production process.

For customers the name Menrad signifies superior quality and distinction. Menrad create modern and sophisticated designs with high wearer comfort for all age groups. Each one of the collections offers fashionable spectacle frames in top quality for demanding customers. To uphold these standards stringent rules are applied to design, craftsmanship and comfortable fit. Prerequisites for every collection are the use of top quality materials, the latest technologies and close links to the latest international fashion trends.

Whether pure or feminine, elegant or casual, smart or striking the company's product portfolio offers a wide range of innovative, extravagant and classic frames to cover every desire. Collections under brands such as Joop, Davidoff, Jaguar, Morgan, and Zeiss as well as the house brand Menrad form this incredible choice.

Mondottica

Stand 11

Nottingham based Mondottica is one of the world's fastest growing eyewear companies and most global of all UK eyewear companies, with offices in the UK, France, Holland, Hong Kong, Australia and the US and further distribution in over 40 countries worldwide.

We bring many of the UK's top brands (Ted Baker, Hackett, Lulu Guinness and Pepe Jeans) to the world, along with some of the world's top brands (Anna Sui, Converse and Christian Lacroix) to the UK. Our unparalleled design, quality, delivery and service give meaning to our motto - Eyewear Brand Partners.

UK sales manager for Mondottica, Andy Phillips, added "We are pleased to be part of this event and very keen to support the independent optician in any way we can. We are looking forward to meeting many of our existing customers and to have the opportunity to showcase our latest releases from the autumn winter collections across all brands".

National Eyecare Group/Optinet

Stand 40

Since 1979 the National Eyecare Group (NEG), originally known as Percy Kirk, has grown to be the largest purchasing group for UK independent opticians with more than 1,000 members. The group's founding directors, Michael Daunt and Mike Wheeler, are still at the helm – ably supported by Phil Mullins, director of business development, and Sandi Charlesworth, business development manager.

NEG offers members great savings via preferential purchasing terms from the UK's leading suppliers of frames, prescription work, contact lenses and accessories; the Group even offers preferential telephone and broadband packages. Unlike other buying groups, NEG members do not pay membership fees or annual subscriptions. Uniquely, it also offers free holiday accommodation, in Tenerife or Cornwall, to members who reach a certain annual Group purchasing level.

In the past six months, NEG has brought several new high impact business support programmes direct to members. These include the Specs Network with Seiko Optical, NEG Buddy marketing tools with Andy Clark and Bob Murray, and Positive Impact sales development with Maxine Green and Nick Atkins. The Group is also now the exclusive UK distributor for the Eyemaginations Luma suite of in-practice patient education software.

NEG's IT division, Optinet, offers highly cost-effective practice management software solutions to independent practices such as Practice Manager, Clinical Manager, SpeedMail and Optinet ROAM, linking multiple practice businesses together in a central hub.

To find out how you can grow your business independently and profitably, visit the NEG/Optinet stand at the ABDO Conference and Exhibition.

Nikon

Stand 8

Nikon Optical UK has been producing high quality spectacle lenses in the UK since 1998 and boasts one of the most sophisticated manufacturing plants around.

We are proud to once again be supporting the ABDO Conference in Stratford-Upon-Avon and look forward to discussing new concepts and exciting new products to the delegates.

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

We look forward to meeting you on stand 8 and discussing how one of the world's best known brands together with high quality product and services can benefit your business.

Norville Optical

Stand 19

The Norville team look forward to meeting with delegates to showcase many new products including Duck and Cover Eyewear, a contemporary "ready for anything" urban range all about confidence, comfort and control. Combined with the ABDO launch of Duck & Cover 2013 sunglass range.

Also showing Norville Eyewear exclusive Mai-Zee and Dana Buchman ladies ranges in a mixture of great styles, shapes and colours for a thoroughly modern look. New eyewear style arrivals to the Superlite, Blitz Kidz, Barbour, Jeff Banks and Studio ranges. The first showing of the 2013 Polaroid Sunglass models.

A hands on opportunity to review the Norville Sports Rx spectacle collection with new models from Progear to bolster a very successful active protection range, together with the Progear Active eyewear collection so versatile that shifting from office to the outdoors is seamless.

Naturally being Norville there is much on the lens front to show including; Vista Mesh developments, high contrast filter and HMAR coating, a product for people suffering from night driving, desk top visual fatigue and other vision stress related issues.

Norville through the medium of digital lens manufacturing have added new occupational and prism control options to our freeform progressive line up.

Applying digital design and freeform production to advanced lens materials such as Drivewear and Transitions XTRActive results in some remarkable lenses. There's a chance to view the Drivewear Demonstration wall and check out POS options including Drivewear sun wear range.

All in all a full desk of all that is beneficial for added value practice sales.

Ocuco

Stand 15

With almost 20 years' experience in the optical industry and software installed in more than 1,100 independent UK opticians, Ocuco remains at the leading edge of technology, with Acuitas and Focus, our optical Practice Management Software (PMS) providing sound business value to our customers.

To date, Ocuco has invested over £20 million in R&D, making our Practice Management Systems the leading optical software suite in the industry. Ocuco is the largest employer in the optical software sector with 20 UK-based employees, and 100 staff worldwide.

At the ABDO conference and exhibition Ocuco will be showing our new 'Payments and Goods Scheduler' incorporating the management of contact lens and spectacle supply with direct debits and patient correspondence.

Find which level of software that suits you. Review the time consuming laborious work that drains your practice of its resources – ask our expert how our PMS solutions can save you time and free up staff. Consider areas in your business and patient services that you would like to improve - ask our expert how our software can help you analyse and implement your plans. Do you have complete visibility on your revenues, margins, stock movers, staff performance, VAT exposure, recall uptake or the success of marketing efforts? Speak with our expert at the ABDO conference and exhibition and get a clearer picture of what our applications can do for your practice and patients.

Optelec Limited

Workshop sponsor

Optelec, makers of equipment for visually impaired people, will be demonstrating the new Compact 5 HD at the ABDO Low Vision workshops - the first handheld video magnifier offering superior high contrast images in high definition.

Demonstrations will be available of the award-winning Optelec ClearReader+. Simply switch-on, scan your favourite magazine and start listening in an instant using a choice of naturally sounding voices.

This is a great opportunity to try out the Optelec ClearView+ HD, a powerful desktop video magnifier providing superior quality images.

Optician

Stand 36

Optician is the UK's weekly journal for eye care professionals. With GOC accredited modules almost every week, subscribers

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

Optisoft

Stand 6

See Optisoft at ABDO 2012

Optisoft is a comprehensive and modular system providing the independent practitioner with everything from a simple patient recall system to a completely paperless practice.

The latest version of Optisoft runs on Microsoft Windows 7 and integrates with Office 2010 to provide a familiar, intuitive and modern interface. It also takes advantage of all the very latest technology to provide a completely digital experience for both practice and patient:

- Examination reminders and appointment bookings sent via email and text
- GOS forms completed onscreen and submitted to the NHS electronically
- Clinical records created on Apple iPads and touch-screen PCs
- Digital images and data imported automatically from connected equipment
- Onscreen dispensing with accurate lens catalogues provided by the suppliers
- Lens validation for the patient's chosen frame, prescription and facial parameters
- Orders sent electronically with frame trace for remote edging
- Collection notifications sent out via email and text
- Payments via credit/debit card or direct debit for frequent payment schemes
- Remote printing service to reduce administration and postage costs
- Marketing via post or email with library of optical templates

All of the above will help you to deliver a smooth and efficient service, enhance patient satisfaction and make more profit as a result.

Optometry Giving Sight

Stand 41

Optometry Giving Sight is the only global fundraising initiative that specifically targets the prevention of blindness and impaired vision due to uncorrected refractive error – simply the need for an eye exam and a pair of glasses.

At least 670 million people around the world are blind or vision impaired because they do not have access to the eye examination and glasses they need.

We fund the solution by supporting programs that deliver:

- Vision care – eye exams, low-cost eye glasses and low-vision devices
- Training - of optometrists, eye care personnel and their teachers
- Infrastructure development - establishment and support of vision centres, eye clinics and schools of optometry

Optometry Giving Sight supports the goals of VISION 2020: The Right to Sight, an initiative of the World Health Organization (WHO) and the International Agency for the Prevention of Blindness (IAPB). VISION 2020 aims to eliminate avoidable blindness by the year 2020, in order to give all people in the world the right to sight.

Optometrists, opticians, their staff and patients, optical companies and their staff support Optometry Giving Sight by making donations and raising funds in their practices and work places.

Optometry Today/OT Bookshop

Stand 37

OT has the highest circulation of any optical related journal in the UK and is sent to all optometrists and dispensing opticians registered with the General Optical Council (GOC). *OT* also goes out to almost 1,000 overseas subscribers. As an essential read the journal covers the latest relevant news – political, clinical, industrial or professional – and carries features on topics relating to the sector, including a highly respected clinical section providing CET to its readers who want to continue to practise in the UK. *OT* is a leading UK supplier of CET to optometrists and dispensing opticians.

The *OT* website, optometry.co.uk, provides users with all of the printed material and much more online. The free to access website provides users with a wealth of original content and information through text, video and audio-based content. The site contains regular video programmes covering recent news, events and features, as well as CET video modules. It presents an unrivalled medium for industry companies to target their events, products or job vacancies.

Rodenstock

Stand 9

The Rodenstock brand stands for technologically demanding products of exceptional quality. At Rodenstock we constantly ask ourselves: how can we make wearing spectacles even more pleasant, lighter, simpler and more comfortable? This attitude gives rise to innovative product solutions - which meet demands for the highest precision.

The competence for both ophthalmic lenses as well as for frames makes Rodenstock a unique brand in ophthalmic optics because it can offer spectacle wearers the complete 'spectacle' system from a single source.

www.rodenstock.co.uk

See20/20

Stand 12

Practice management software specialist See20/20 has vowed to bring the 'wow' factor to this year's ABDO conference and exhibition with demonstrations of our pioneering software and associated services.

With fierce competition and the difficult economic climate it is crucial for you to be in complete control of your business. See20/20 allows your business to benefit from our experience, capability and commitment to helping you make better business decisions, improved profits and patient care by delivering real time information, clarity and insight.

The See20/20 system enables you to control all aspects of your business whether on-site or remotely. You can view patient records, dispensing details, stock and financials as well as having the flexibility to be proactive and instantly reactive to changing market trends and conditions with the use of real-time Business Intelligence and analysis reporting.

See20/20 features state-of-the-art advancements in marketing tools, dispensing with seamless integration to visual dispensing aids such as Anyview & Visioffice, SpecsCare insurance, paperless clinical notes with instrument links and mail-fulfilment all helping to decrease practice running costs while simultaneously increasing profits.

To see why 350+ practices (and growing) now use the See20/20 system come and see us or contact us for additional information on the special promotions we will be running at the exhibition.

Call 0845 6120 141 or visit www.see2020.co.uk for further information.

Shamir

Stand 33

Shamir are celebrating 40 Years of 'Recreating Perfect Vision' in 2012. Founded in 1972, Shamir Optical Industry Ltd is one of the world's leading designers of high-quality progressive lenses and moulds and is the proud owner of one of only two 'Freeform' patents in the world. Famous for its innovation and technological sophistication, Shamir is known for its quick response to changing consumer demands and its ability to fill custom-design product range orders.

In an ever challenging market, Shamir has continued to invest in R&D to further expand its already extensive lens solution portfolio. To complement the fantastic success of Shamir Autograph Plus, Shamir Glacier Plus, Shamir Computer and Shamir Workspace Shamir is currently promoting Shamir Proline Golf, Shamir Proline Run, Shamir Relax, Shamir FirstPAL and XTRActive.

Shamir passionately continues to be able to supply new and unique products and are extremely pleased to now be more recognised than ever for being a technology driven lens designer and manufacturer. With true Freeform Personalised and Individualised single vision and progressive designs, degressive occupational solutions and advanced high base, large diameter designs for sports or fashion frames, Shamir is delighted to invite you to visit their exhibition stand or go to www.shamirlens.co.uk to find out more.

Silhouette

Stands 2 & 3

SEE THE WORLD DIFFERENTLY WITH 'LITENESS'

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

Our life offers us fantastic possibilities: Thanks to increasingly developed technologies, we can carry our entire life around in our pockets and have instant access to everything that is important to us. Everything is getting smaller and lighter: We can be more mobile and flexible than ever before. Going through life unencumbered, with open eyes and an open spirit. We can maintain our litness and avoid things that weigh us down. It is time to break free. Time for LITESTYLE.

Silhouette is LITESTYLE. Our eyewear offers the perfect combination of design, functionality and excellent wearing comfort. As with our design icon TITAN MINIMAL ART: The lightest eyewear in the world is made of high-tech titanium of the highest manufacturing quality. With a revolutionary design that does not use screws or hinges but pays a lot of attention to detail. And with a clear focus on functionality and design – for which Silhouette has already won more than 20 international design awards: Handcrafted quality made in Austria. Unbeatable in appearance and wearing comfort: Silhouette eyewear is not just an optical highlight, but is also so light that you almost forget you are wearing it.

Come and see us at stands 2-3 to learn about the future of Silhouette Eyewear.

Stepper

Stand 17

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

Stepper

A superb range of 'Classic' frames with an emphasis on comfort as well as style and quality. As most of the weight of a pair of spectacles falls on the bridge, Stepper's 'design from the bridge' concept ensures great fit and comfort ensuring customers coming back for more. Timeless metal and plastic styles in women's, men's and unisex designs gives the Stepper core range a style for almost everyone. Good design is backed up with quality materials to create frames that will last. But, good quality doesn't come at a premium with Stepper whose frames represent good value for money.

StepperS

StepperS take the Stepper brand to a more contemporary place.

The younger, more vibrant feel of this collection gives StepperS a personality which is quite distinct and exciting. It opens up a whole new marketplace for those customers seeking more fashionable frames.

New models enhance the collection and build on the existing StepperS style's youthful appeal.

Design and manufacturing excellence are not eschewed, remaining true to the original Stepper brand values.

Manufactured primarily using TX5 and stainless steel, the quality of these frames is clear to the eye and to the touch.

Discover the design, quality and energy that is StepperS.

essentials

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

Juice

Imagine a freshly squeezed pair of glasses every day...

With Juice you can give your glasses a new look and feel every day of the week. Suit your mood, suit your wardrobe and suit yourself! Juice gives you the ability to alter your appearance with interchangeable colour side strips. They're quick and easy to remove and replace giving you a multitude of colour options. The base Juice frame comes in a variety of size and styling options. Every pair has its own pot of colours for you to create your own combination. You choose the look you want as often as you want.

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

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The Worshipful Company of Spectacle Makers

Reception lounge

The Worshipful Company of Spectacle Makers is a major provider of training for optical technicians and optical practice support staff, and has been accredited by the regulatory bodies of England, Wales, Scotland and Northern Ireland as an awarding body. It offers nationally recognised qualifications which have been accredited to the Qualifications and Credit Framework for England, Northern Ireland and Wales and the Scottish Credit and Qualifications Framework.

On top of this, the Company is building a new charitable fund to allow it to give even greater support to research into the causes of visual impairment (and their cures), and to assist other charities that look after those already affected by it.

To discover more about the WCSM's work and for details of how to apply for membership of the Company, please visit the WCSM stand.

Topcon

Stand 38

Topcon has been specialising in the manufacture of optical instruments for nearly 80 years. Established in Tokyo in 1932, Topcon focused on quality and innovative optical technology. Topcon (GB) Ltd look after the UK ophthalmic and optometric markets and our wide product portfolio is used and trusted in practices, clinics and hospitals across the UK.

Topcon's 3D OCT-2000 incorporates 3D imaging and analysis function for Ganglion Cell & RNFL analyses, Anterior Segment capability and Drusen analysis. It is the only unit of its type in the world which has a true colour fundus camera approved by the NHSDESP.

The KR-1 is an autorefractor-keratometer with peripheral keratography measurements up to 6mm. The main control unit can rotate through 180 degrees allowing it to be placed alongside, behind or indeed in front of the patient by flipping the control screen making it highly space efficient. The unit has fully automated alignment, measurement and R/L movement.

Another exciting product which will be on show and has been gaining in popularity is Topcon's practice management software, 'i-Clarity'. There are three key modules, the advantage being that you can add to the system in stages so that the functionalities you choose can grow with your practice's specific needs. i-Clarity has been developed with key optometric advisors and is comprehensive, intuitive and simple to learn and use.

At this year's ABDO conference, Topcon will be supporting ABDO's first ever refraction workshops. The workshops will be an introduction for DOs who are interested in acquiring the FBDO R qualification. Topcon will be providing a variety of kit for the workshops, from consulting room chairs and computerised test charts through to retinoscopes.

Visit www.topcon-medical.co.uk or email medical@topcon.co.uk for more information.

Transitions Optical

Stand 23

For over 21 years, Transitions Optical Inc. has demonstrated a commitment to promoting healthy sight and wellness. As the manufacturer of Transitions lenses – the eye care industry's most recommended photochromic lenses worldwide – we

understand how vital it is to ensure that eyesight is preserved for today and tomorrow. That's why we continue to advance photochromic technology to deliver the best possible combination of enhanced visual quality and visual comfort, combined with convenient protection.

Transitions Optical has offices located across the globe, employs over 1,200 workers worldwide and has partnerships with nearly a dozen lens manufacturers to offer over 100 lens options.

The milestones that have shaped Transitions Optical's history:

1990 Transitions Optical Inc., a brand new company, is introduced to the industry.

1991 First generation of Transitions lenses.

1992 Second generation of Transitions lenses.

1997 - 1998 Third generation of Transitions lenses. For the first time, available in impact-resistant polycarbonate material.

2001 - 2002 The next generation of Transitions lenses is launched; made from impact-resistant Trivex material.

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: as clear as regular clear lenses indoors and as dark as sunglasses outdoors.

2008 Transitions VI launched featuring enhanced clarity and activation.

Through extensive consumer advertising the Transitions lenses brand is one of the most widely known ophthalmic lens products available in high street opticians today.

Vision Aid Overseas

Stand 7

Vision Aid Overseas is an international NGO (non-government organisation) based in the UK. It works in countries across Africa to transform access to eye care services.

Vision Aid Overseas was founded in 1985 by a group of optometrists and dispensing opticians who were horrified by the plight of individuals in developing countries who were disabled or disadvantaged because of uncorrected refractive error. 670 million people worldwide (10 per cent of the global population) suffer because they don't have the right spectacles to achieve good vision.

Since its foundation, Vision Aid Overseas has helped over 1 million patients and today focuses on fighting poverty through the power of good vision by transforming access to eye care services.

If you are an optometrist, a dispensing optician, an optical technician, optical assistant or an ophthalmologist Vision Aid Overseas needs your support.

Visit our stand to find out more about how you can use your skills to help the world to see by working with us.

Viva Eyewear

Stand 20

Viva International Group is a global leader in high-quality, fashion eyewear through the passion of its associates, world-class customer care and legacy of building dominant brands.

From accessible luxury brands GANT by Michael Bastian, GUESS by Marciano and William Rast, to fashion and lifestyle brands BONGO, Candie's, Catherine Deneuve, GANT, GANT Rugger, GUESS, Harley-Davidson, RAMPAGE, SKECHERS, and William Rast, and value names Viva, Magic Clip, and Savvy, our diverse brand portfolio presents a look and price for a broad-range of tastes and demographics.

Viva develops innovative and high-quality ophthalmic and sunglass eyewear by successfully executing the vision of our brands. We conduct global market research to create a cohesive collection that is on trend and true to the brand identity. Our total brand-centric approach is evident in the structure of our brand teams.

Each brand has a dedicated team headed by a general manager that consists of design, marketing and product development. Viva's creative services, sales, business development and planning teams also support the brand. In partnership with the brand's own internal team, we drive a full product strategy.

Viva also recognises that our customers play a key role in brand strategy and we seek to make them brand ambassadors as well.

William Morris Eyewear

Stand 1

Thirteen years ago, Robert Morris created William Morris – an independent company with a very 'English' brand. The aim? To offer designer glasses to every audience, providing superb original designs which continually evolve.

Coupled with the love and pride that goes into creating the frames is the same level of hard work, dedication and personal service that each member of the William Morris team strive to give their customers on a daily basis.

From humble beginnings to what is today a successful global brand, William Morris employ staff, agents and distributors all over the world. As the market has grown, so have the collections, the designs, the point of sale and everything else that goes into making a brand that is embraced so fondly by everyone.

It's important to know that the philosophy and brand attributes of William Morris remain as strong as they were over ten years ago. In a corporate saturated world it's the 'family' values that set them apart and what their customers appreciate. A family that has the founder and managing director still very much at the helm. A family that listens, provides knowledge,

adapts to needs and sets standards, all delivered with love and passion that's simply unrivalled by anyone.

- William Morris London
- Young Wills
- Classic Morris
- Eternal Morris
- William Morris Black Label

ABDO STAND 1- or alternatively we can come to you: call 01279 600042 or email info@williammorris.co.uk

Younger Optics

Associate sponsor

There are only three ways to grow your business profitably: You must find new clients, encourage your existing clients to return faster and 'sell more' to clients you are already seeing. Discover now how recommending NuPolar, Trilogy and DriveWear lenses for your clients solve all three.

NuPolar is the world's No.1 selling polarised lens brand, show your clients what ordinary sunglass lens wearers are missing. Visit: www.nupolar.com.

DriveWear is an adaptive, polarised photochromic prescription (and now plano) sunglass lens for drivers and has picked up awards at two international fairs as well as the UK's prestigious Lens Product Of The Year in 2011. Visit: www.drivewearlens.com or www.transitionsnet.com for more information.

Trilogy is the lightest and strongest lens material currently available. No other thin lens technology combines these benefits with unsurpassed visual clarity. Learn more at www.trivex.com and see the impressive videos at www.youngeroptics.com and follow the link.

If you need more proof ask for our testimonials. Nobody offers you more choices.

Because these lenses are available from Rx labs throughout the UK and Ireland, it is unlikely you'll have to open a new account. It is important to understand that there is no risk involved and is simple and **free** to implement. Hyperlinks from your website to these are **free**. Call 0790 133 7530 or email Julian.wiles@youngereurpe.com for more details.