

# Reichert 7 Auto Tonometer

<b>COMPANY</b>	Reichert Ophthalmic Instruments, Inc.
<b>PHONE</b>	+1 716 686 4500
<b>WEB</b>	www.reichert.com
<b>KEY FEATURES</b>	
<ul style="list-style-type: none"> <li>• Measures IOP with a gentle puff of air</li> <li>• Tonometer automatically detects which eye is being measured</li> <li>• Device includes a sliding headrest, touch-screen interface, color display screen, and internal printer</li> </ul>	

Pressing a single icon on the touchscreen of the Reichert 7 Auto Tonometer (Reichert Ophthalmic Instruments, Inc., Depew, New York) automatically aligns the instrument's air jet over the patient's eye and obtains three measurements of intraocular pressure. During the examination, the patient places his forehead on the sliding headrest and focuses on an array of bright light-emitting diodes embedded in the tonometer's nosepiece. Operators can view the patient's measurements on the color display screen or export the information to another device via a USB port.



# Luma

<b>COMPANY</b>	Eyemaginations, Inc.
<b>PHONE</b>	+49 9131 920868 0 (Europe), +1 877 321 5481 (US)
<b>WEB</b>	http://luma.eyemaginations.com
<b>KEY FEATURES</b>	
<ul style="list-style-type: none"> <li>• Uses 3D animation to educate patients</li> <li>• Customizable content and presentations</li> <li>• Interactive features</li> </ul>	

Luma (Eyemaginations, Inc., Towson, Maryland) is marketing and educational software that enables ophthalmologists to use 3D animations to teach patients about relevant medical topics and treatment options. According to company literature, the media center feature allows physicians to compile and order content for use in patient presentations. With the optical tool, patients are educated about premium lens products and add-ons through visual simulations. The active canvas allows users to draw on animations in real time. This draw-over-video technology can be used to demonstrate the progression of conditions and pathologies to patients. Additionally, physicians can market their practices through customized presentations. ■

