



New Features of Eschenbach's

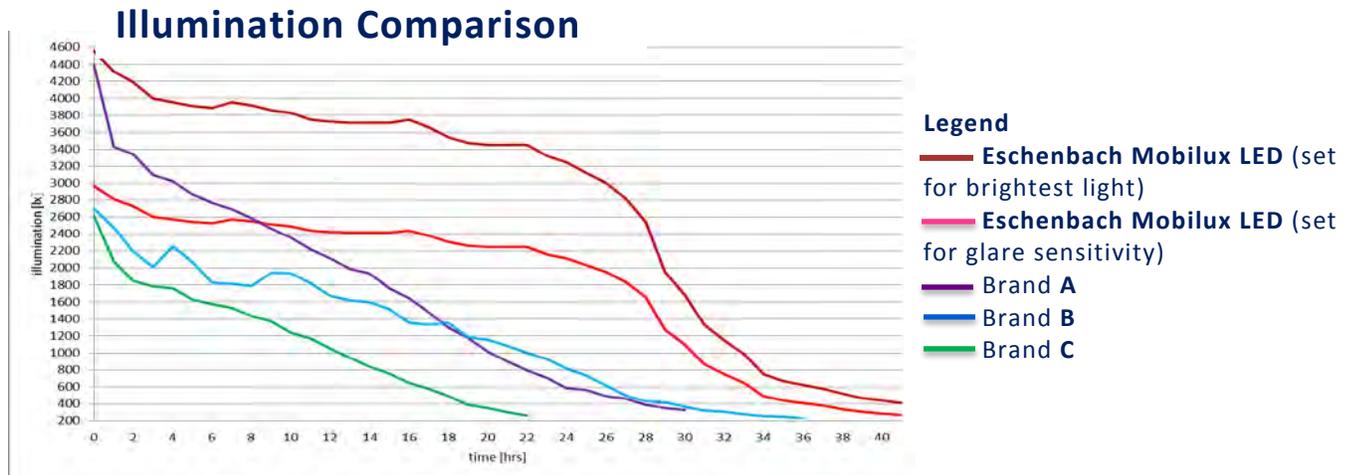
mobiluxLED models

**make them
Clearly the Best!**

**Best Brightness!
Best Illumination Options!
Best Diagnostic Range & Lens Sizes!
Best Scratch Resistance!
Best Warranty!
Best Value!**

mobilux LED: Clearly the Best!

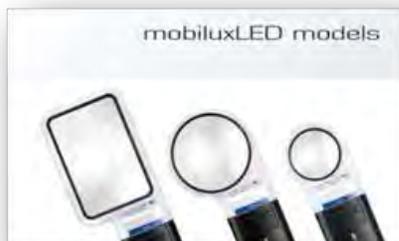
Best Brightness:



The above chart shows Eschenbach's Mobilux LED line is the brightest from the start and remains the brightest over time! Using new SMD LEDs, the Mobilux LED magnifiers give off almost 4,600 lux of brightness—more than any other brand! And due to its step-up converter that regulates the power sent to the LEDs, the illumination stays consistently bright longer than the quickly dimming other brands. Most patients will use the Mobilux LED with the clear condensing snap-on filter for the brightest illumination. Patients with glare sensitivity issues don't need to use the clear filter or can use the yellow or orange filter if more reduction in brightness is needed—see below.

Best Illumination Options:

The Mobilux LED product series from Eschenbach Optik has stood out for more than 20 years with brilliant enlargement, comfortable grip and handli



ng, and consistent illumination. Now, all models in the series have been given new SMD-LEDs snap-on filters. The new clear condensing filter bundles the light so the intensity is increased by up to 40% with the same illumination. The yellow and orange filters attenuate blue light and reduce

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brightness for those who need it.

Best Diagnostic Range & Lens Sizes:

The Mobilux LED line offers a wide range of dioptric powers. There are 9 different magnifiers to choose from in 8 different magnifications—from 10D up to 50D! And Eschenbach’s lenses have the largest lens sizes available in each power—due in part to the incorporation of diffractive lenses in certain products. For example, the 24D Mobilux LED is 60mm in diameter—30% larger than other 24D brands. And only Eschenbach offers a 16D LED hand-held magnifier that increases the field of view by 25%!

Item	Dimension	Diopters	Magnif.
1511-2	60mm	12	3x
1511-3	75 x 50mm	10	3.5x
1511-4	75 x 50mm	16	4x
1511-41	60mm	16	4x
1511-5	58mm	20	5x
1511-6	60mm	24	6x
1511-7	35mm	28	7x
1511-10	35mm	38	10x
1511-12	35mm	50	12.5x



Best Scratch Resistance:

Eschenbach’s patented cera-tec[®] coating resists scratching up to 90% better than other lenses on the market! The special coating allows Eschenbach lenses to have the longest useful life of any product on the market—3 to 4 times longer than the competition!



Eschenbach
(*1. magnifier use.)



Brand 1



Brand 2



Brand 3

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Best Warranty:



Eschenbach illuminated magnifiers including the Mobilux LED feature the best warranty in the industry—a **Lifetime Warranty** against any manufacturer's defect! That means that when you dispense or recommend Mobilux LED magnifiers to your patients, you know we stand behind the quality of our products!

Best Value:

The value of a product depends not just on its purchase price, but also its usage cost over time which includes the cost of the batteries and potential replacement. In terms of yearly battery cost for the Eschenbach Mobilux line, it is about 1/3 the cost of other brands!

Battery Costs	Eschenbach	Brand A	Brand B
1 year	\$25.50	\$77.34	\$77.34
2 years	\$51.00	\$154.68	\$154.68
5 years	\$127.50	\$386.70	\$386.70

And because of Eschenbach's superior ISO 9001 manufacturing process, our products last longer than competitors and don't need replacement (due to breakage, lens scratching, etc.) so Eschenbach usage costs over the long term are less. In fact, after 5 years, Eschenbach's usage costs are about 40% less than the other brands making the Mobilux LED magnifier a superior value!

5-yr Usage Costs	Eschenbach	Brand A	Brand B
TOTAL	\$317.50	\$546.70	\$526.70

Mobilux LED is Clearly the Best!

So, due to its superior brightness, illumination options, diagnostic range & lens sizes, anti-scratch coating, lifetime warranty and value, we think you'll agree that Eschenbach's Mobilux LED line is Clearly the Best!