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# SEE YOUR WORLD

Issue 12, August 2011



## Cresta upgrade

It has been a while since we took the bold step and became the Vision practice you have all frequented over the past few years. It is now time to take another... We will be engaging an upgrade in our Cresta store during a few days in August. We invite you to come and see our upgraded store after we're done and tell us what you think.

We are closing on the 20th of August (at 3pm) and will reopen on the 25th of August.

Warm regards  
The VISION team

## SEE YOUR WORLD with i.Profiler® by ZEISS

i.Scription by ZEISS is based on data collected from the i.Profiler – an instrument designed to determine the exact "fingerprint" of your eyes. This makes it possible for your Optometrist to prescribe ZEISS customized lenses with i.Scription to deliver the best vision possible.

The i.Profile is the starting point for i.Scription technology. This unique instrument measures your eye at 1,500 points to determine your exact visual profile. Based on your profile, your Optometrist determines the best prescription possible (watch the videos [here](#)).

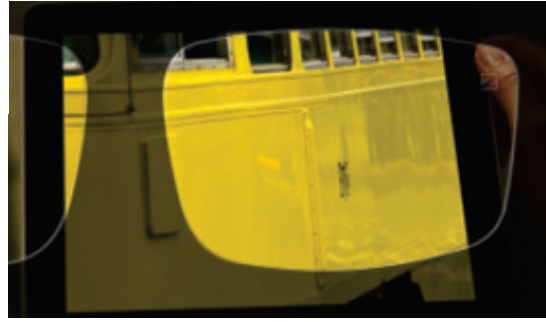


### Better night/low-light vision

Looking directly at a light source at night, such as car lights, results in glare and halo effects. These are minimized by i.Scription technology.

### Better visual contrast

Seeing contrast, such as white letters on a black background, is especially challenging for the eyes. i.Scription technology by ZEISS sharpens contrast.



### Better colour vision

i.Scription technology by ZEISS adds more brilliance to your life and lets you see colours as they really are: bright and more intense.

SEE YOUR WORLD with i.Scription precision lenses by ZEISS.

## Vision news

- Congratulations to **Davor** for completing his diagnostic course – this has increased his knowledge on eye disease and enables him to perform certain diagnostic procedures.
- **Junilla** has completed her SLED 1 (Sign Language Course) and is hoping to go further in her qualifications to help our deaf customers.
- **Mercedes Benz, Mykita and new Lindberg frames** will be on our shelves soon! Come and have a look on the 25th of August at Cresta branch.
- Junilla attended the annual Essilor Asia & Pacific conference in **Beijing**. Not only did she climb the Great Wall of China but also came back with new, fresh marketing ideas.
- Welcome to the new staff, **Liezle** and **Frans** in Cresta and **Hilde** in Zambezi.
- Congratulations **Zandi** on the birth of **Lesego**!

## Koali available at VISION now!



### Koali Lierre

Inspired by the world of plants, the concept is based around three separately coloured plant-like stems that are interlaced and joined at the endpiece to form an ornamental temple.

### Koali Cactus

More than ever, Koali is inspired by observation of the plant world. For this new concept, the Koali designer has chosen the prickly pear.

Try out our new Koali frames, in store now.

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## Useful articles this month



### [How ZEISS i.Scription technology works \(videos\)](#)

i.Scription by ZEISS is based on data collected from the i.Profiler - an instrument designed to determine the exact "fingerprint" of...



### [Driver's licence screening at VISION](#)

Professional vision screening for your driver's licence is done at our VISION branches...

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## Get in touch



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