

VISION EXPO EAST 2022

Exhibition day 2, 2nd of April

There was a strong focus on education at Vision Expo East on Saturday with many vendors using the day to better educate their customers about products and treatment options. With limited new offerings, companies chose to create opportunities for customer engagement and connection.

Smart Technology

As contact lens technology continues to develop, Miru has upped the game by introducing contact lenses with integrated Smart Touch technology.

The Miru 1 day UpSide is designed to improve wearer comfort and safety by only allowing wearers to touch the outer surface of the lens. The smart zone faces downwards meaning the inner surface is completely protected from human contact.

Miru has also improved its packaging to ensure the lens is not contaminated while removing the lens.

Saying Goodbye To Dry Eye

Dry eye technology continues to make innovative leaps with tools designed to more precisely treat symptoms. OptiLight with Lumenis patented Optimal Pulse Technology drew significant attention from attendees looking to improve their level of patient care.

The OptiLight is designed to reach the contours of the eye, providing enhanced treatment of dry eye due to Meibomian Gland Dysfunction. This is a significant advancement in treatment technology for a condition that affects nearly 40 million Americans.

Lifting the Fog

Since the pandemic began, glasses-wearers have suffered through the inconvenience of foggy glasses due to ongoing mask mandates. Nano Magic has released new nanotechnology that reduces fog building up improving the visual experience.

DeFog prevents the build-up of fog on the lens without the use of heavy chemicals. The non-abrasive spray is also residue and streak-free, reducing wear and tear on lenses.

The marketing team also works with ECPs on branding so they can provide a completely customizable product to their patients.

AMD Detection

For many patients discovering AMD can come too late. Catching AMD early not lessens the chance of developing more serious vision complications, but also slows the progression of dry to wet macular degeneration. More than 15 million people in the US experience symptoms of AMD, with 1.7 million in the advanced stages.

AdaptDx Pro is a headset that does a complete diagnostic on the eyes to give eyecare providers a better idea of how AMD is progressing. Patients are asked to complete a series of tests to determine the level of vision deterioration so that the right treatment can be prescribed.