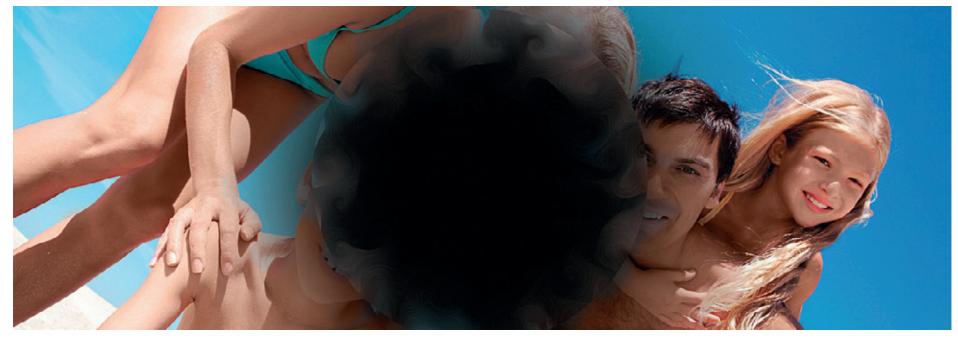
GOOD VISION

4 - 6 December 2015



This is how people with macular degeneration see

New special glasses for the "blind spot"

MAKULAR DEGENERATION Optician develops special glasses for AMD patients

According to NHS Choices, over 600,000 people in the UK are affected by age-related macular degeneration (AMD). AMD is the most common cause of severe visual impairment.

The disorder involves the gradual destruction of the macula, the area of the retina with the highest visual acuity. Patients see a black spot - an actual hole - at the centre of their visual field. In patients with AMD, the object the eye focuses on (such as a face or text) is in the dark. However, they can still see the area surrounding it clearly.

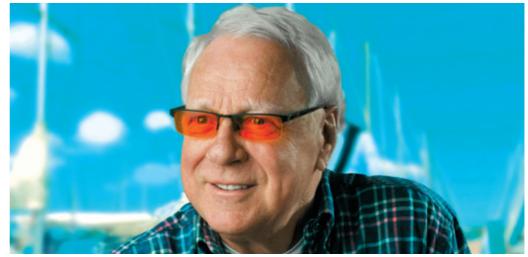
So far, patients have had no choice

"Age-related macular degeneration" - an increasingly common diagnosis in senior citizens due to longer life expectancy.

Around

of individuals between 65 and 74 and

Patients with macular degeneration may even be able to regain normal vision thanks to the innovative AMD glasses.



Thanks to innovative glasses, patients with age-related macular degeneration (AMD) can now hope to be able to regain targeted vision.

The glasses are available from the but to learn how to look past this black spot in order to recognize a LowVision Centre for the visually impaired. Customers come to the centre from all over Germany and Europe.

> Some health insurance providers reimburse some or all of the costs of the glasses, which range from 800 to 1,100 euros a pair.

To arrange an appointment, please call Tel.: +49 (0) 5063 - 95960 For more information, please go to www.geldmacher.com



Test for NuCentro glasses. There are models for various stages of the visual disorder.

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face or read a text. To do this, they have to hold their head at an angle in order to move

20%

35%

of those over 75 have at least an early form of AMD.

According to NHS Choices,

over 600,000

people in the UK are affected by age-related macular degeneration (AMD). AMD is the most common cause of severe visual impairment.

detfurth, Germany, used prisms, edge filters and shape magnification to develop the innovative NuCentro AMD glasses. Prior to manufacturing the glasses, the optician performs precise testing to identify these areas of the retina. The lenses are individually adapted based on the results, which are further optimized by magnification integrated in the lens.

the text or face to the edge of their

visual field, where they are still able

to recognize it. This is because their

peripheral vision, meaning their

vision around the damaged area, is

Recognizing the potential of this,

Opticians Geldmacher of Bad Salz-

usually still intact.

The new glasses system, for which a patent has been applied, was invented by optician Horst Geldmacher of Bad Salzdetfurth, Germany.

THE "SECRET" OF THE NEW GLASSES The specially ground lenses "redirect" the object to the part of the retina that is not yet affected by AMD. 1. Light hits the glasses, 2. is refracted and ... 3. redirected to an intact edge zone of the retina