



IMPORTANT SERVICE NOTICE
Effective February 15, 2014

Dear Valued ZEISS Customer:

Thank you for your continued partnership with ZEISS, and for allowing us to serve the needs of your eye care practice.

According to our records, you hold the ownership of a ZEISS Acuitis™ Autorefractor Keratometer. As you may be aware, we have fully supported this excellent model for many years. Unfortunately at this time, due to the obsolescence of numerous parts, we can no longer support service needs for these legacy units.

We understand that this situation may impact your practice. With that in mind, we would like to make you a special offer for the newest generation ZEISS VISUREF 100. This offer is exclusive to you as a ZEISS customer.

Trade in your ZEISS Acuitis™ Autorefractor Keratometer, and you will receive*:

- \$500 towards the purchase of VISUREF 100
- One FULL year warranty

We hope that you will take advantage of this offer. We know that you will be pleased with the new VISUREF 100, which offers many advantages over older, legacy models. These include:

- Objective autorefraction and keratometry in an easy-to-use instrument
- Four different operation modes
- Accurate and reliable data for high quality patient care
- Tilttable 6.4-inch TFT display for excellent contrast and resolution
- Quick-release brake and motorized chinrest for comfortable positioning

Thank you for your business and your continued loyalty – you are an important customer for us. We hope that you will grant us the privilege of continuing our partnership with you for many years ahead. If you have any questions regarding this announcement, you may reach us by calling us toll free at 1 800-342-9821.

Sincerely,

Thomas Fry
Vice President, Customer Care

*This offer is exclusive to current ZEISS customers. Trade-in values are dependent upon the Acuitus trade-in model. This FINAL offer expires May 31, 2014.