

A PRACTICE-BUILDING OPPORTUNITY:

With myopia on the increase, your practice is likely to see more and more myopic patients seeking long-term solutions.

Generate **new business** by engaging the whole family with Myopia Expert 700 and the Essibox Myopia Care. Together they form the Expert Myopia Care solution, an advanced Myopia Management service within the Essilor patient journey – from anamnesis to the eye exam, refraction to prescription, to dispensing – that allow you to grow your practice.

TO INCREASE CAPTURE RATE
Attract customers by positioning your store as an expert center in myopia.

TO EXPAND IN-STORE TRAFFIC
Increase repeat business thanks to regular monitoring.

TO IMPROVE PRODUCT MIX
Generate revenue from premium frames, lenses and solutions.

TO BUILD LOYALTY
Inspire confidence in the patient and parents thanks to easy-to-understand charts and analysis that show results clearly and point to next steps.



- 1 Forehead rest
- 2 Placido disk
- 3 Chinrest
- 4 Chinrest motor
- 5 Stand-by button
Power connector (with fuse carrier)
2 x USB port
1 x LAN port
- 6 LCD display with touchscreen
- 7 Joystick
- 8 Locking screws

TECHNICAL SPECIFICATIONS

MEASUREMENT SPECIFICATIONS

Axial length	Low coherence interferometry
Corneal topography and keratometry:	
- Keratoscopic cone	24 rings equally distributed on a 43D sphere
- Analyzed points	Over 100,000
- Measured points	Over 6,000
- Corneal coverage	Up to 9.8 mm on a sphere of radius 8mm (42.2 diopters with n = 1.3375)
- Focus system	Guided focus
Pupillometry	Infrared LEDs + white LEDs for photopic pupil acquisition
Fluorescein	Blue LEDs with barrier yellow filter

MEASUREMENT RANGE AND ACCURACY

Keratometry	Curve radius – Range: 5.00 – 12.00 mm – Resolution: 0.01 mm – In vivo repeatability: ±0.02 mm Curve radius in diopter (D)(n=1.3375) – Range: 28.00 – 67.50 D – Resolution: 0.01 D – In vivo repeatability: ±0.12 D
Axial length	Range: 15.00 – 36.00 mm – Resolution: 0.01 mm – In vivo repeatability: ±0.027 mm
Pupil dimension	Range: 0.50 – 10.00 mm – Resolution: 0.01 mm – In vivo repeatability: N/A
Limbus (white-to-white)	Range: 8.00 – 14.00 mm – Resolution: 0.01 mm – In vivo repeatability: ±0.05 mm

ENVIRONMENTAL CONDITIONS

Temperature	In use: 10° C to 40° C – Storage: -20° C to 70° C – Transport: -20° C to 70° C
Relative humidity	In use: storage and transport: 8 – 75% (non condensing)
Atmospheric pressure	In use: 800-1060 h Pa – Storage: 700-1060 h Pa – Transport: 700-1060 h Pa

OTHER SPECIFICATIONS

Electrical specs	Power supply: AC 100-240V 50/60 Hz – Power consumption: 100 VA – Fuse - Type: 20 x 5 mm - Value: T 2.5 A L 250 V anti-surge
Mechanical specs	Width: 320 mm – Height: 490 mm – Length: 470 mm – Weight: 18 kg
PC specs	Operating system: WINDOWS 10 – Processor: Intel® Celeron® DC N 3350 – RAM: 4GB – Hard disk: At least 500GB – External connections : LAN integrated, 2x USB

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This is a medical device MDD class IIa. Legal manufacturer : Visia Imaging S.r.l. For professional use only. Read attentively instructions for use.



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BECOME THE REFERENCE
IN MYOPIA CARE. NATURALLY.



EXPERT MYOPIA CARE



EXPERT MYOPIA CARE



SET YOURSELF APART AS THE REFERENCE MYOPIA CARE CENTER. CAPTURING THE GROWING MYOPIA OPPORTUNITY AND PROVIDING SUPERIOR SERVICE TO YOUR PATIENTS.

Driven by the growing prevalence in myopia and **new control solutions, more and more families** are seeking effective professional myopia care.

Only experts will create trust - essential to capture the myopia opportunity. Become a reference myopia care center to attract patients and their family and to better serve your customers.

Set yourself apart with the best-in-class, comprehensive myopia care solution including instruments, protocols, digital application and clinically proven lenses.



The Myopia Expert 700 with its digital solution Essibox Myopia Care offers you a highly accurate, turn-key resource that enables proactive myopia management.

YOU PROBABLY KNOW...

- Accurate visual correction based on refraction is important but **not sufficient for slowing down progression of myopia**.
- **Myopia Management**, comprising regular monitoring and myopia-specific solutions, is the **ONLY** way to slow down the progression of myopia.
- **The earlier myopia** is controlled, the less likely it is to become more severe⁽¹⁾.

... BUT DID YOU KNOW?

- International Myopia Institute recommends a myopia follow-up exam every 6 months⁽²⁾.
- Between 2 follow-up exams, the typical axial length growth of a European child is **60 μm** ⁽³⁾. But a standard refraction with cycloplegia only reaches **100 μm** ^(4,5).
- **The Myopia Expert 700** is accurate to **27 μm** giving you **the precision you need for effective Myopia Management**.

1

NATURALLY BECOME AN EXPERT IN MYOPIA CARE

Being an expert is not easy: myopia management requires a lot of expertise and careful analysis of many parameters. Essilor Instruments brings a scalable and professional protocol to your practice for **effective and proactive myopia management** from the early detection to long term monitoring.

For each child, **identify all myopia risk factors** from genetics to environmental and behavior with a comprehensive anamnesis following the International Myopia Institute guidelines.

Systematically and automatically detect myopia onset combining refraction data from AKR, WAM, Vision R/S by comparing these to normative data to trigger the relevant myopia control.

Monitor myopia evolution with **axial length** and complement the efficiency of the **control solution** easily with Myopia Expert 700 and display these data against global eye growth data.

Visualize all relevant data and parameters on a **simple dashboard** to prescribe the best myopia management solutions.

Don't stop at being an expert - be the reference.

2

BUILD THIS EXPERTISE ON AN EASY TO ADOPT SOLUTION

Immediate connection of all your instruments through an intuitive interface that is extremely simple to operate even by less experienced practitioners.

Straightforward result interpretation with a dashboard combining **all relevant myopia data** (anamnesis, objective and subjective refraction, axial length and topography) from different instruments (WAM, Vision-R, Myopia Expert 700) at your fingertips.

Easy to create a **standardized myopia patient flow** that can be operated through delegation.

Peace of mind with smooth patient monitoring, QR-Code based GDPR compliant solution.

Myopia care made easy for you. All the expertise at your fingertips.

3

EFFECTIVELY SHARE YOUR EXPERTISE WITH CUSTOMERS. CREATING A STRONG IMPACT AND BUILDING LOYALTY

Create long term trust and engagement with your patients using the **Essibox Myopia Care application and Myopia Passport**.

Guide your patients through **every step of their myopia journey** by explaining clinically meaningful results in a straightforward way thanks to an educational, patient-friendly / easy to understand interface.

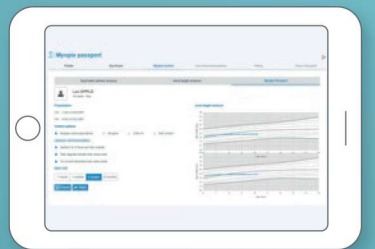
Engage your patients in long-term myopia control to achieve the best outcome for their vision, maximizing satisfaction and creating **long term loyalty**.

Leave your patients and their family confident with the results. Let your patients spread the word about the personalized care and Myopia Passport.

Communicating your expertise has never been more effective.



ESSIBOX
MYOPIA CARE



KEY FIGURES ON MYOPIA⁽¹⁾

2.5 billion suffer from myopia today

5 billion will suffer from myopia by 2050

1 billion people will have high myopia by 2050

1. Holden BA, Fricke TR, Wilson DA, et al. Global Prevalence of myopia and High myopia and Temporal Trends from 2000 through 2050. Ophthalmology. 2016;123(5):1036-1042. doi:10.1016/j.ophtha.2016.01.006

1. Myopia Prevention, Early Detection, myopiaprevention.com.au/early-detection/ 2. IMI - Clinical Management Guidelines Report, Gifford et al. 3. Axial length growth and the risk of developing myopia in European children - Jan Willem Lodewijk Tideman et al. 4. Comparison of predicted and measured axial length for ophthalmic lens design, Hyeon-Su Kim et al. 5. Accuracy of noncycloplegic refraction in primary school children in southern Thailand, Panrapee Funarunart.

