

Dr. Goldstone Optometry

High-Definition Vision Center

FOR IMMEDIATE RELEASE

Local Optometrists Open First High-Definition Vision Center in the Country

Advanced Vision Correction Technology Uses Ocular “Fingerprint” to Produce Customized iZon® Eyeglass Lenses for High-Definition Vision

FOUNTAIN VALLEY, Calif. (June 9, 2010) – Orange County optometrists Drs. Harvey and Alan Goldstone are opening the country’s first High-Definition Vision Center, featuring iZon® Eyeglass Lenses, on Saturday, June 26. The new Dr. Goldstone Optometry High-Definition Vision Center, located at 9107 Garfield Ave., will offer iZon Lens technology by Ophthonix Inc. This vision correction solution uses the most advanced refraction technology to measure a patient’s unique ocular fingerprint, or iPrint®, which is used to produce the customized iZon Eyeglass Lenses.

“Since our founding in 1972, the mission of our practice has always been to provide patients with superior vision care and an experience they will not find elsewhere,” said Dr. Harvey Goldstone. “To help deliver this, we use the latest advances in technology, and now we are able to give our patients the benefits of high-definition vision, with the innovative iZon Lenses.”

Instead of relying only on traditional subjective refraction -- during which patients are asked by the optometrist, “Which is better, one or two?” -- the iZon Lens system is fully integrated and begins with a completely objective scan of each eye using a special diagnostic instrument known as the Z-View Aberrometer. This instrument measures microscopic aberrations present in every eye that can affect vision quality.

“With the iZon Lens system, we are stepping beyond conventional vision correction that uses measurement technology from decades ago,” Dr. Alan Goldstone said. “Rather than a one-size-fits-all approach that can limit you from seeing to your full potential, the iZon Lens technology captures the unique characteristics of a patient’s eyes and allows them to see the world in high definition. This is the new standard of care in vision correction and ideally fits the mission of our practice.”

All eyes have microscopic irregularities that can distort light as it passes through the cornea and lens and onto the retina. These irregularities can affect up to 20 percent of a person’s vision and, when left unaddressed, may cause problems seeing distant objects clearly, seeing in low light and viewing contrast between images. Irregularities also can result in difficulties seeing when there is glare, causing those affected to see halos, comets and starbursts at night. iZon Lenses are made to fit each patient’s specific correction needs, resulting in the best possible vision. The high-definition benefits of the iZon Lenses have been demonstrated in clinical investigations at the University of Illinois at Chicago. Also, using a nighttime driving simulator, validated by the U.S. Food and Drug Administration, researchers from the U.S. Navy found that iZon Lenses provided a 20-foot improvement in reaction distance for nighttime driving.

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iZon High-Definition Lenses are the same size as typical lenses and are thin, lightweight and designed to fit in most contemporary frame types and styles.

Event Details

The public is invited to attend a grand re-opening event, to celebrate the new center, which is opening in the Goldstone's current Fountain Valley optometry practice location. The event will be held from 4 to 8 p.m. on Saturday, June 26. Attendees will receive a free exam with the Z-view and get to see their optical fingerprint, or iPrint, which takes just one to two minutes. Attendees will learn how they can benefit from iZon Lenses and see in high definition. Old eyeglasses will be collected for donation to New Eyes for the Needy, a national charitable organization that provides glasses for children and adults throughout the world who could not otherwise afford them. Also, refreshments and prize giveaways will be part of the festivities.

About Dr. Goldstone Optometry High-Definition Vision Center

Dr. Goldstone Optometry High-Definition Vision Center, located in Fountain Valley, Calif., has a staff of four highly trained optometrists. The practice is managed by Drs. Harvey and Alan Goldstone, both of whom have DEA licenses. The center is family oriented and provides vision care for all ages. For more information, visit www.drgoldstone2020.com, or call 714-963-2020.

About iZon® Eyeglass Lenses

iZon technology utilizes advanced diagnostic equipment, the Z-View Aberrometer, to capture the ocular fingerprint, or iPrint®, which reveals the eye's unique, microscopic irregularities. Customized iZon Lenses are then produced from the iPrint and address the vision problems associated with eye irregularities, resulting in clearer, sharper and more vivid vision. iZon High Resolution Eyeglass Lenses are available in single vision and progressive lenses. For more information, visit www.izonlens.com. Z-View, iZon and iPrint are registered trademarks of Ophthonix Inc.

About Ophthonix Inc.

Ophthonix, Inc., a San Diego area based, venture-funded ophthalmic company, manufactures exceptional vision detection, measurement and correction technologies to transform the way consumers see their world. Ophthonix offers the first fully integrated solution -- the iZon Lens System -- that has established a new standard in vision care and takes patients to a new level of correction, with the benefits of high-definition vision. Ophthonix is located in Vista, Calif. For more information, visit www.izonlens.com.

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