



Looking
to the Future

Did you know that by 2018, the wearable eye product market will be a \$12 billion business! Are you staking out your place in the future of vision care?



NEW YORK STATE
SOCIETY OF OPTICIANS, INC.

presents a

Technology in Vision Care Summit

Sunday, December 7, 2014

9:00 a.m. – 4:00 p.m.

3 West Club, 3 West 51st Street, New York, NY 10019

This dynamic summit will feature the latest updates on technology in the vision care industry and “hands-on” demonstrations of some of the latest products on the market.

Join us to learn what’s really going on out there...so you can be part of the future!

Earn 5 New York State/ABO Credit Hours.

SUMMIT SCHEDULE

Registration/Coffee/Early Networking-Exhibitor Time	9:00 – 9:30 a.m.
Summit Begins	9:30 – 9:45 a.m.
Welcoming & NYSSO Updates	

Schedule continued →

SESSION 1

9:45 – 10:45 a.m.

Understanding a Shifting Eyewear Market

Brands, age groups, attitude drivers, online and technology, clashes to form a new set of opportunities for the eye care professional. From new, but more traditional lens forms and/or sourcing for the technically mobile to the combination of tech and eyewear (wearables), this industry responds faster than ever before. Are you ready? Do you know what product categories to offer and promote to separate your office from the rest? Join us for a candid and lively discussion.

Mark Mattison-Shupnick, ABOM

Director, Education and Training
Jobson Medical Information LLC



SESSION 2

10:45 – 11:45 a.m.

A Synergistic Approach to Pioneering New Ophthalmic Technologies

This presentation will offer a peek inside Nikon to see the shared knowledge and innovation fosters the development of each lens. Attendees will learn about pioneering new technologies that are being intricately tailored to foster increased innovation in the field of optics.

Mark Mattison-Shupnick, ABOM

Director, Education and Training
Jobson Medical Information LLC

Presentation sponsored by



Lunch

11:45 a.m. – 1:00 p.m.

Networking-Exhibitor Time

Demonstrations by Sponsors...See the Future Up Close!

After enjoying lunch, please visit with our sponsors & exhibitors to learn about their products and services. We will be presenting a number of demonstrations. These will be announced so attendees can gather around the demonstration location.

Schedule continued →



SESSION 3

1:00 – 2:00 p.m.

The Science of Blue Light - Protecting Your Patients in a Digital World

This revolutionary workshop will uncover the dangerous trends and unintended consequences that are affecting both you and your patients in today's 24/7 "Digital World." Upon completion of this course the participant should be able to: separate fact from fiction when it comes to Blue Light impact; understand blue light and how it can impact long term vision, daily vision, and overall well being; how to protect your patients using the newest lens technology; understand how unprecedented (and growing) usage of portable smart phones and tablets is contributing to dangerous blue light exposure in patient's eyes.

Michael Della Pesca, ABOM

President, Quantum Optical

Presentation sponsored by EyeSolutions



SESSION 4

2:00 – 3:00 p.m.

The Future of Digital Vision and Wearable Technology

Participants in this presentation will understand the products and terms associated with a new category of eyewear in the "Wearable Technology" sector. You will learn the functionality of current products on the market, the impact they can have on vision and optical lens designs that can alleviate some of the more negative vision effects.

Brad Main, ABOC, FNAO

Education and Training Manager



SESSION 5

3:00 – 4:00 p.m.

***Wavefront Aberrometry: High-Order Aberrations
& What It Means to the Future of Your Business***

This session will explore a basic understanding of Wavefront Aberrometry and High-Order aberrations as they relate to corrective eyewear. Participants will be able to discuss the latest technology in refraction and "High-Definition Vision Correction" in a way that the patient will be able to understand and recognize the value of clearer vision.

Robert Wallner (NYSSO Past President)

Sales Consultant

Visionix High-Tech



Concluding Remarks

4:00 – 4:15 p.m.

- SUMMIT REGISTRATION -

NYSSO MEMBERS - \$40.00

(Includes lunch, coffee breaks, summit materials & 5 NYS/ABO credits.)

NON-MEMBERS - \$90.00

(Includes lunch, coffee breaks, summit materials & 5 NYS/ABO credits.)

Register using provided form or online at: www.nyso.org.

QUESTIONS?

Please contact NYSSO State Office
at 518-426-0599
or nyso@caphill.com.



Looking
to the Future



NEW YORK STATE
SOCIETY OF OPTICIANS, INC.

TECHNOLOGY IN VISION CARE SUMMIT REGISTRATION FORM

Please complete this form and send it to the address listed below with your payment.

Your Information:

Your Name: _____

Company: _____ Title: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

E-Mail: _____ Phone: _____

Names of Additional People You Are Registering:

_____	_____
_____	_____
_____	_____

REGISTRATION: # _____ NYSSO Member Registration x \$40.00 = \$ _____

Includes lunch, coffee breaks, summit materials and NYS/ABO credits.

_____ NYSSO Non-Member Registration x \$90.00 = \$ _____

Includes lunch, coffee breaks, summit materials and NYS/ABO credits.

PAYMENT:

Total Enclosed: \$ _____

Check #: _____ (Payable to NYSSO) Check Date: _____

Credit Card: Visa Mastercard American Express Discover

Card Number: _____ Exp. Date: _____

Card Holder Name: _____

Signature: _____

QUESTIONS? Please contact NYSSO State Office at 518-426-0599 or nysso@caphill.com.

Return this form with payment to:
 NYSSO Technology in Vision Care
 1450 Western Avenue, Suite 101
 Albany, NY 12203-3539

Phone: 518-426-0599 **Fax:** 518-463-8656 **E-Mail:** nysso@caphill.com