



Midland Minute

We Do More...

WHAT'S NEW

SOLA has released the new **COMPACT ULTRA**, ready and in stock here at Midland Optical. This new lens features ultra-soft, smooth geometry with low astigmatism, near perfect balance of power, excellent binocularity and horizontal symmetry and a unique multi-design with consistent optics in all additions. The Compact Ultra also allows for a 13mm minimum fitting height to accommodate the latest fashions in eyewear.

Please contact your local sales representative for more details

COMPUTER TROUBLES?

Here at Midland Optical we are dedicated to "Doing More". With a world that is run by electronics and computers we know the frustrations of keeping up with the "program". To help ease the stress of computer issues we provide an excellent source for I.T. support to all of our dedicated customers. With the guidance of our knowledgeable I.T. Executive, **Tim Christ**, you can expect the following assistance in...

Hardware:

- Purchases
- System cleaning
- Wireless networks
- Network infra-structure
- Hard drive clean-up
- Memory upgrades

Security:

- Security upgrades
- Firewall & desktop security
- Spam blocker

Software:

- Windows Services Packs

Office Management:

- Consult for Practice Management software and optical equipment

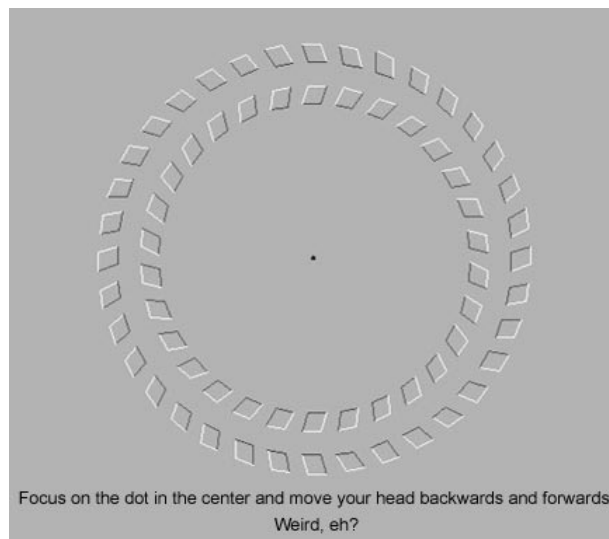
COMING SOON...

www.midlandoptical.com with EXCITING NEW FEATURES!

Our marketing team has been working vigorously to provide you with a totally revamped website that is easy to navigate and offers a number of new features. Some of these features include:

- Electronic Ordering
- Current Promotions & Programs
- Calendar of Events
- Full Product Listing
- Secure Access for Payment & Monthly Statements
- Class Schedules
- Department Contacts
- Request Center for Sales and Marketing Tools
- Virtual Tour
- FAQs
- PLUS MORE!

The new website will be available in February of 2007. We will inform you of further updates.



WORDS OF WISDOM

Attitudes are contagious...is yours worth catching?

For more information
800-325-3176 ext. 619

Did You Know???

- ⇒ Color blindness is more common among males, and occurs in about 8% of the male population.
- ⇒ About 1.3 million U.S. residents are considered legally blind (American Foundation for the Blind).
- ⇒ About 25.4% of U.S. residents are near-sighted (myopic) and 9.9% are farsighted (hyperopic), according to the National Eye Institute.
- ⇒ The American Optometric Association says about 70% of people who use computers every day will develop vision problems such as dry eye.
- ⇒ About 5.5 million U.S. residents have cataracts severe enough to cause vision problems, with about 400,000 new cases developing annually. This leads to about 1.35 million cataract surgeries each year (University of Washington Department of Ophthalmology).
- ⇒ The Vision Council of America estimates that about 62% of U.S. residents have vision defects requiring correction.



DEFINITY

**AVAILABLE
SOON IN**

**1.67 Clear
& Transitions**

**Polycarbonate
Polarized**

**Trivex Clear
& Transitions**

CURRENT MIDLAND PROMOTIONS

- **PAIR 50**
- Buy 1 Pair of Glasses Receive the 2nd at 50% OFF !
(Same patient, same day, same Rx, must have TD2 or AR)
- **Kodak GRAND SLAM 2007**
- Here's one way to see the Cardinals on July 25!
From Feb.15-June 31 earn points for selling any Kodak Progressive and after every 21 points you get 1 ticket to the Party Suite!
(See your sales representative for details)

EMPLOYEE OF THE MONTH

November



Pam Brewster

December



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