

Hemianopsia is one of the most common side effects of a stroke or traumatic brain injury. It can leave the patient disoriented, and struggling just to make it through their day. Patients can find themselves afraid to go out, concerned about their safety. If you're suffering from side vision loss, or someone who cares for such a person, let your doctor know about SVAG.

## Read what some patients are saying:

"The Side Vision Awareness Glasses bring the objects toward the left into my vision. Most noteworthy has been spotting hanging traffic lights installed on the left hand side of the street, bringing them into full view. Walking in rural or urban areas I am more aware of my surroundings and can better avoid bumping or tripping. On the lighter side when sitting in the passenger seat of the car, I am able to see the speedometer and monitor my husband's speed."

"The use of Side Vision Awareness Glasses has been very helpful when shopping, helping me to avoid items left by clerks on the floor. They also help me maneuver through obstacle courses of items such as carts or floor displays. Also while walking in the neighborhood, I can more easily watch for cars before crossing the street."

**Side Vision  
Awareness  
Glasses™**

***For more information, contact:***

**Low Vision Care Center**  
2206 West County Line Road  
Jackson, NJ 08527



**Does your lack of  
side vision leave  
you missing out?**

**Afraid of accidents or  
walking into people?**

**Concerned about  
your safety?**

**There is help...**

**Side Vision  
Awareness  
Glasses™**

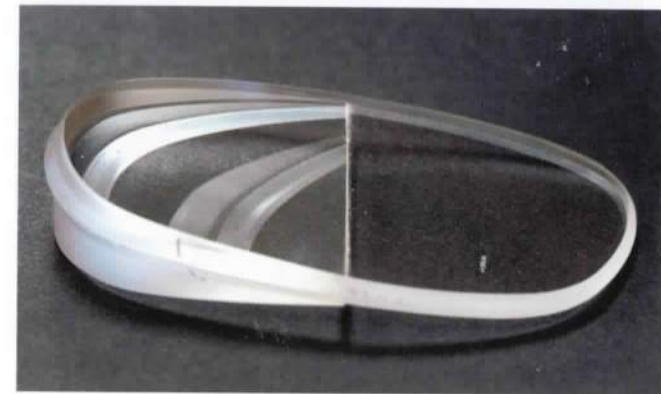
Side Vision Awareness Glasses™ (SVAG) were developed by Dr. Errol Rummel of Jackson, NJ, after years of treating people with stroke-related, or brain injury related hemianopsia (side vision loss). Dr. Rummel is Director of the Low Vision Care Center, Jackson NJ, and is the Director of the Neuro-optometric Rehabilitation Clinic at the Bacharach Institute for Rehabilitation, Pomona, NJ.

Having designed and prescribed hundreds of optical systems to expand side vision, he realized a more effective optical field expansion device was needed, and that a detailed system was necessary for doctors to learn how to accurately examine, prescribe, and instruct a patient in using such a device. He learned what worked and what didn't work, and designed an advanced optical technology called SVAG (Side Vision Awareness Glasses) and devised a protocol to be used by doctors in order to effectively examine and prescribe the special glasses for those with hemianopsia.



SVAG have important advantages over previous attempts to develop field expansion:

- SVAG have a high ABBE value, so they reduce distracting color aberrations seen through other lenses.
- They have a higher index of refraction, so SVAG is a thinner and more cosmetically acceptable lens, without an obvious line on the front of the lens, and without an unsightly thick button, or lens strip inserted through the front of the lens.
- Thanks to better contrast sensitivity than found with Fresnel-lens based glasses, SVAG provide improved vision.
- SVAG have the widest viewing area, allowing better field awareness in the direction of the hemianopsia than button lens systems. And because SVAG have a vertical edge, the person with hemianopsia just needs to move their eyes a couple of millimeters to get into the SVAG area of the lens, instead of having to travel past the curve of a button lens in order to find the widest possible viewing area.
- SVAG are easy for people to use because they don't superimpose a narrow peripheral image over a person's central vision (which is confusing and difficult to learn to use).



- SVAG are more attractive because the front of the lens is smooth. When the glasses are worn, the SVAG lens is barely noticeable.
- SVAG are less likely to accidentally break because there is no glued seam splitting through the lens from front to back as found in older attempts at field expansion.

Hemianopsia can leave people disoriented, insecure, and struggling to make it through the day. In addition there are hemianopsia-related safety issues, such as bumping into furniture, walking into people at the mall, falling off a curb, and difficulty performing other activities of daily living. SVAG can give those with hemianopsia more freedom, independence, and safety. Using SVAG may even allow some of those with hemianopsia to return to driving (which may require special on-the-road testing and Motor Vehicle Department approval, depending on state law).



Dear Colleague,

According to government statistics, in the next 15 years the number of adults aged 65 and older is expected to double. Many thousands of these people have already suffered stroke-related hemianopsia and this number will continue to grow. Most will seek help to improve their visual awareness and enjoy a better quality of life.

Not only is there public interest and a market for the proprietary Side Vision Awareness Glasses (SVAG) System I developed, but this is also an ***opportunity for you to help a multitude of those with stroke-related field loss to gain more confidence in themselves when leaving their home, and have increased safety during their activities of daily living.***

After successfully prescribing many hundreds of SVAG both in private practice and in my capacity as Director of a Neuro-Optometric Rehabilitation Clinic, and having had a select group of eye care professionals successfully use my system throughout the USA, I've decided to make the SVAG system available to all eye care practitioners. ***My system really works! It's easy to prescribe and easy for a patient to use.***

**CONTINUED** 

The Rummel Side Vision Awareness Glasses System comes with a detailed, easy-to-use, step-by-step manual that allows *any eye care practitioner* (even those with no experience with stroke-related hemianopsia) to successfully prescribe this advanced optical technology. You'll learn how to screen for potential SVAG patients, how to examine and prescribe SVAG, with related practice management tips. You'll also receive a kit of basic SVAG screening and testing equipment along with a sample SVAG to show the patient.

More importantly, my system includes my personal and continuing consultation with you, to talk you through every case and to enhance your success when prescribing SVAG.

*Don't miss this opportunity to make a difference in the lives of those with hemianopsia and a chance to increase practice revenues outside of managed care.*

Call now to schedule a personal telephone conversation with me, at a mutually convenient time, and learn more about this important practice building system that will make an important visual improvement in the lives of your patients.

Thank you,

Errol Rummel, OD, FAAO, FCOVD, FNORA, FIALVS  
The Low Vision Care Center  
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**Side Vision**  
*Awareness*  
**Glasses™**