



## *Electronic Video Microscope*

### Case Study Application #110

#### **Bausch & Lomb Eye Health Company**

Bausch & Lomb is the eye health company, dedicated to perfecting vision and enhancing life for consumers around the world. Its core businesses include soft and rigid gas permeable contact lenses and lens care products, and ophthalmic surgical and pharmaceutical products. The Bausch & Lomb name is one of the best known and most respected healthcare brands in the world ([www.bausch.com](http://www.bausch.com)). SIC CODES: 3841, 3842 3845

#### **speckFINDER Application I: Demonstration and Sale of Precision Instruments**

Bausch & Lomb offers a comprehensive line of products for ophthalmic surgery. Many of these products feature specialized tips and blades that are unable to be inspected without the aid of a magnifying device—such as the forceps in this picture. The precision instruments sold by this company are promoted through a series of trade shows. Product demonstrations in the trade show booth include use of 3X to 5X magnifiers and a video taped presentation showing the instruments in actual use. Product quality verification is very important prior to the sale of these instruments. Buyers must see and be convinced of the product quality.



The speckFINDER-100 weighted base unit replaced the magnifiers for trade show product demonstrations. It proved to be a valuable sales tool by assisting perspective customers in making their purchase. The verification of the precision instruments is superior using the speckFINDER because it is much easier for more people to stand back and view a sharp, magnified image on the speckFINDER's display screen. In the trade show setting, it is very important that the images be in plain view for all to see rather than having people step up to a magnifier, one person at a time. The speckFINDER's ability to show the magnified instrument in real time that is simultaneously displayed on a large plasma screen in the show booth is an "eye-catching" advantage over running a previously recorded video tape.

#### **speckFINDER Application II: Instruction for Lasik Eye Procedures**

The speckFINDER is being used in laboratories (wet labs for a classroom environment) to instruct doctors on the subject of Lasik procedures using a microkeratom. Using the speckFINDER, doctors are able to better see the microkeratom in relation to the surface of the eye. Previously, the training used multiple microscopes at 15X to display the correct operating procedures. This microscope training method limited the number of people who could view the procedure simultaneously. However, with the speckFINDER, a group of trainees can watch the instructor's work as it happens which greatly increases learning speed, understanding, and retention. In addition, the live image on the speckFINDER can be displayed on a large classroom screen using an LCD projector.

The laboratory instructional setting is using the speckFINDER-327 with the "BoosterBox" coaxial light source that produces a quality view of the microkeratom and the surface of the eye with minimal glare and reflection. The diffuse and coaxial light beam aligned with the center of the camera lens significantly reduces glare and reflections visible on the moist, shiny surface of the eye.

#### **Additional Benefits of Using the speckFINDER in Training and Product Demonstration**

The close proximity of the speckFINDER's display screen to the operator and the work surface increases ergonomic comfort and improves eye-hand coordination. The learning curve for the speckFINDER is short and the unit is easy to operate. People quickly become quite comfortable using the speckFINDER. The adjustable-arm saves valuable workspace and moves easily out of the way when not in use. The speckFINDER's zoom magnification, controlled by the touch of a button, is simple to use. The working distance under the speckFINDER remains a generous 9-inches throughout the magnification range and provides ample room for work with instruments.