

A Vision of Success

See Better and Do Better with ISOPTIK,
a World-Class Eye Testing and Glasses Centre



inside your eyeball directly opposite the pupil. The Non-Mydriatic Retinal Camera, meanwhile, gives customers a glossy photograph displaying the interior of both eyes, which can appear like two reddish planets laced with dark rivers of veins.

"This camera shows the retina's health," says Somboon "Bobi" Chaowanakosol, ISOPTIK's Managing Director. "I recommend everyone check their retinas every three years because glaucoma is a real danger. It causes blindness."

Bobi offers adults a delightful proposition: "Would you like to read, and use a computer, like you are 18 years old?"

"When we see better, we work better and we look healthier. And with crystal clear vision and relaxed eyes, you can work all day long," says Bobi. "And when we are working smarter, and harder, we get wealthier and more successful."

In addition to a range of high-technology eye testing equipment, Isoptik stock a range of top-quality eye wear. "Our products are high-end eye glasses for people who want the best quality of vision. We have many brands, but I can honestly say that Rodenstock is our priority because the quality of Rodenstock is 20 years ahead of their competitors. The price is high, but you are definitely getting what you pay for."

Isoptik's Rodenstock products include the latest "progressive lenses", which Bobi says makes traditional bifocals appear like clumsy antiques. These new lenses are customized to a customer's individual needs, and allow them to correctly see both near and far, without having to change glasses or use clumsy bifocals.

For example, if you look through the top or central area of the progressive lens you can see far away objects. But the same lens can also allow you to read small text, up close, because your eyes will instinctively peer through the lower

part of the lenses, which has a different prescription.

Unlike bifocals, there is no severe, horizontal line splitting the lens into two set blocks. Rodenstock instead gently blends your prescriptions, so each smooth lens offers a gradual change in its power, through the distant, intermediate and near vision zones.

Rodenstock's toughened, light-weight plastic lenses, meanwhile, replace old-



Crystal clear vision not only makes your life more pleasant and comfortable, it can also be a tremendous boost to your productivity and success. If you believe your eye sight may be holding you back, you can visit Isoptik, a sophisticated eye-care centre in the Erawan Mall, and see what you've been missing.

Isoptik has some of the most advanced eye care equipment in Southeast Asia, mostly made in Japan, and conducts 3-D eye tests with infra-red technology and computerized scanning of the cornea to check for stigmatism, binocular vision and depth perception.

But that's only the beginning. Isoptik's retinal scope can bounce light into your eyes to test your retina and also examine the eye's fundus, which is the zone



fashioned glass which can splinter and even cause eye damage during accidents. Isoptik's range of frames includes all the big designers: Gucci, Porsche, Armani, Elle, Adidas, Burberry and more.

Isoptik's bottom line, says Bobi, is offering a superior, integrated and fashionable solution to eye care and vision needs. "Everything we have here, from the testing equipment to the lenses and frames, is top of the market, and so are our optometry staff," he says. "And improving someone's sight can seriously improve their life, I have absolutely no doubt about that."



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