

News & Information

Stereo Optical Company Unveils Redesigned Website with Educational Online Videos and More Product Information in Ten Specialties

By June Yang, Marketing Specialist

CHICAGO, IL – (October 1, 2007) – Stereo Optical Company, Inc. launched its redesigned web site www.stereooptical.com on Thursday, September 20, 2007, with a dynamic, new look. The new website provides online visitors with dramatic improvements in navigation, consistency, and appearance. Featuring the engaging and informative online videos, Stereo Optical website now is also a platform of new technology education and knowledge communication in eye care industry.

The new Stereo Optical website features:

- **Educational videos** – there are 4 categories and total 29 brand-new produced videos introducing the background of complete visual measurement, contrast sensitivity testing, patient benefits of precise documentation and post-surgical assessment, and doctor benefits of more sufficient measure and early detection and treatment, etc. Visitors can obtain the information by simply select a video online also give us immediate feedback by click on “E-mail us” or “Click to Call.”
- **Ten specialties in eye care** – Stereo Optical manufactures multiple product lines to serve a variety of industries. Whether performing optical surgery, clinical study, pediatric vision screening, school vision screenings, FAA vision testing, or vision training therapy, Stereo Optical has series suggested instruments for each industry. Customers can easily find the instrument information by clicking on their industry.
- **More features of products** – Stereo Optical offers a full line of state-of-the-art vision testing equipment, products, and accessories. The user-friendly, redesigned website allows customers to easily find more information on their selected products from Functional Vision Analyzer and other vision testers to stereotests, Teller Acuity Cards® II, contrast sensitivity tests, and projector and vectographic slides.
- **Useful download information** – customers now can easily download the instruction manuals of the instruments they purchased as well as the scoring sheets on the website. There is also a troubleshooting section in the HELP page answering customers’ questions.

Stereo Optical Co., Inc. is committed to providing full support for every vision testing product we manufacture and distribute. Through the complete and redesigned website, Stereo Optical delivers an unmatched level of support and service for new and existing customers in eye care industry.

Stereo Optical Co., Inc. sets the industry standards for professional vision and contrast sensitivity testing with glare equipment. Since 1948, Stereo Optical has provided cutting-edge instruments for ophthalmology, optometry, clinical trials, public/occupational healthcare, schools, industry, DMV, and the military. Stereo Optical has been instrumental in the development of modern vision testing technology. As the established authority on vision and contrast sensitivity testing with glare, Stereo Optical is uniquely placed to meet the vision testing needs of any optical or eye care professional.

(END)