

Press Release

SCHWIND eye-tech-solutions with a new look

Emotional claim und innovative communication concept set the course for future brand appearance

Kleinostheim, June 2006

„Trust your eyes“– With this claim and an international uniformly conducted communication concept, SCHWIND eye-tech-solutions has set a new course for its appearance. The new look transports an emotional brand image that more strongly emphasizes the technological competence of the refractive corneal surgery specialist, and therewith moving results of laser correction to the centerpoint of the sales approach. The new appearance had its premier at the DOC Congress 2006 in Nuremberg, Germany. „Our purpose is to be noticed in times of enormous information overflow and to become recognized as a brand synonymous with precision, safety and predictable results in refractive corneal surgery“, states CEO Rolf Schwind as one of the reasons for the image revision. SCHWIND eye-tech-solutions has also thereby increasingly the target patients in its sights.

The idea: Colors and shapes have great impact in the world of sight. When these thoughts are transferred directly into pictures, one arrives at mimesis – the conformity of an animal in shape and color to its environment. This perfect concealment can only be discovered by closely looking. Close looking, discovery and recognition can only be achieved by someone whose eyes work exactly – thanks to the technologies of SCHWIND eye-tech-solutions. This idea will be consequentially implemented in the pictorial theme. The primary motif in the

page 2

„Trust your eyes“ campaign is the „Seahorse“, which will henceforth be used with other animal motifs from the pictorial theme „Mimesis“ in the image brochure, on congress boards, in advertisements or also in the internet. The concept was developed with the Gerasch Communication Agency, Darmstadt, Germany.

Additionally, the brand appearance will be set up with catchy structuring of the SCHWIND eye-tech-solutions product portfolio in the areas of „Evaluate“, „Plan“ and „Treat“. „Evaluate“– allocated here are the Corneal Wavefront Analyzer, Ocular Wavefront Analyzer and Combi Wavefront Analyzer diagnostic devices, with which a safe and tailor-made treatment for each individual patient is achieved. „Plan“– this is the task of the SCHWIND Custom Ablation Manager software that, with the ORK-CAM and Presby-CAM modules, makes possible a wide array of applications. „Treat“– here come into play the ESIRIS, a highly-developed excimer laser of the sixth generation, and the technologically sophisticated Carriazo-Pendular microkeratome.

Contact:

SCHWIND eye-tech-solutions GmbH & Co. KG
Antje Splittdorf, Communication/PR
fon: +49 (0) 60 27 / 5 08-164 · fax: +49 (0) 60 27 / 5 08-246
email: antje.splittdorf@eye-tech.net