

VisionOne Optical

Professional Eyecare

Lori Beals, O.D. ■ Melissa Vetter, O.D.
2118 Arlington Avenue ■ Upper Arlington, OH 43221
614.487.1022 ■ www.VisionOne-loribealsod.com

Quarterly Newsflash

Upper Arlington Winter Festival

Upper Arlington Winter Festival is December 6, 2013, 6:00-8:30pm. VisionOne will have an open house, offering 20% discount on glasses ordered that day, and a raffle for a 50% discount on an eyeglass purchase.

Enjoy the city tree lighting, carriage rides, a visit with Santa Claus, ice sculpting, and more.



Also, we will have a special guest that night, Sarah McFadden, with her Dainty Bean handmade purses and accessories. You can see some of her work on etsy.com/shop/daintybean



New Vision Disturbances

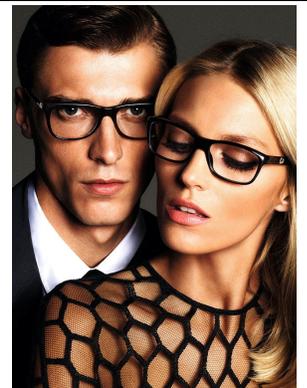
If you have a new vision disturbance that persists longer than a few minutes, you should call the office. Vision disturbances include new flashing or floaters in your vision, a fixed dark or distorted spot in your vision, and double vision. The most common among these are floaters. Floaters usually are related to changes in the vitreous, the gel that fills the eye. Vitreous changes and detachment are common and not too serious, however, the process of a detachment may damage the retina and result in retinal detachment, which is sight threatening. The cause for the disturbance needs to be determined, as timely treatment may be necessary. Waiting to see if it gets better may compromise the chances of saving your vision. Dr. Beals and Dr. Vetter will fit you in on the same day if indicated, or answer any questions you have. Remember not to wait if you experience any new vision disturbance! After hours, our answering machine will give a doctor's cell phone number.

2013 Flexible Spending Accounts

You can use your flexible spending accounts on eye care, glasses and contacts, something you can enjoy throughout the year!

SPECIAL GUCCI OFFER

For the remainder of 2013, we will be offering 20% discount on GUCCI frames. GUCCI frames combine designer style and sophistication with the quality of Italian manufacturing. Come anytime to try on our GUCCI frames. Invite your fashionable friends to come, too!



VisionOne is accepting new patients.

We would be pleased to see your family members and your friends.

Inside this issue:

| | |
|---|---|
| <i>Winter Festival with Dainty Bean</i> | 1 |
| <i>Vision Disturbance</i> | 1 |
| <i>Flex Spending Account</i> | 1 |
| <i>Special Gucci Offer</i> | 1 |
| <i>Windows to the Soul</i> | 2 |
| <i>Journey Through the Eye</i> | 2 |
| <i>Staff Happenings</i> | 2 |

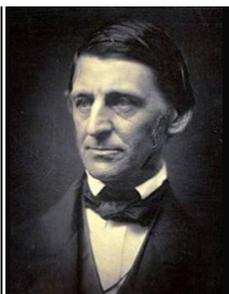


Eyes, the Windows to the Soul. Who’s Looking In?

Our eyes provide clues to what we are thinking, feeling, and what we are interested in. We communicate with facial expressions, with our eyebrows and eyelids, and also our eyeballs. When speaking, eye contact is a clue to how interested we are in a conversation, and whether we are intimidated or intimidating. We can direct people’s attention to things by pointing our eyes. Our pupil size also varies according to our level of interest. This effect is slight, but if your date’s pupil’s seem bigger than normal, that is a good thing! Blink rate increases when someone is uncomfortable or nervous, but can be consciously altered to mislead you.

Technology can now make use of signals our eyes are sending. The new Samsung Galaxy S-4 Smartphone is using eye tracking technology. The phone can pause a video if you have looked away, and can scroll through a web page based on your eye movements. In August, Google received a patent for a gaze tracking system that tracks the user’s eye movements as they react to images, and refers to a system of “pay per gaze,” as a way to charge for advertising. The patent includes gauging the viewers’ interest by detecting pupil size changes. The Google Glass, head-mounted computer, does not currently use this technology. It is controlled with voice commands and a touchpad.

Tobii, a Stockholm company, developed Rex, a USB-connected tracking device that calculates where the eye is looking on the computer screen with millimeter accuracy. The eye movements can control navigation of the internet, and enhance video game playing. It could be very helpful to users who cannot use a keyboard or mouse. Another application of eye tracking in the future may be in automobiles. The major carmakers are researching using eye tracking to be able to alert drivers to obstacles not in their line of sight, and to detect and alert drowsy drivers.



When the eyes say one thing, and the tongue another, a practiced man relies on the language of the first.

(Ralph Waldo Emerson)

Staff Happenings

A Journey Through the Eye

Bausch and Lomb created a short and accurate video about the structures of the eye. It does not go into great detail, being only two and a half minutes long, but you might find it interesting. You can find a link to it on our Facebook page, “VisionOne Optical.”



Tyler Trisel has been making good use of the office edge. He can edge lenses for your frames on site, which is beneficial if you cannot be without your frame. He is knowledgeable about the latest lens technology and best options for your vision needs.

Having graduated from Ohio State with a BFA in photography, Lacy is doing some freelance portrait and wedding photography, while working full time at VisionOne.

Kate McClure is midway through her second year of Optometry School. Brandon McFadden is nearing his O.D. degree, and back in Columbus with Sarah and their daughter after externship experiences. Both help out at VisionOne on Saturdays.

Dr. Vetter’s children keep her busy competing in gymnastics (Tessa and Tory), and football and lacrosse (Mitch).

Dr. Beals’ son, Peter, is excited about the winter, and Grandview ski club trips.

