

NEWSLETTER



Issue 5. April 2010

Research

With Easter behind us and a long hot summer ahead, we are forging ahead at last with research and development of the Kay Picture Test that has been in the pipeline for a very long time.

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The first stage of the research with Liverpool University looking at new picture designs was completed in 2009. The results will be shown on a poster at this year's BIOS conference as well as at ARVO (the Association for Vision Research in Ophthalmology) in Florida, USA. <http://www.visionresearch-conference.elsevier.com>. There is probably another two years or so of the research still to be done and we are very grateful to those who have agreed to participate in collecting data.

The mechanism to get ethics approval has already taken two years, simply by its unwieldy complexity. Without Drs Anna O'Connor and David Newsham at Liverpool doing the paperwork this would still be getting nowhere. I hope we all benefit in the end from improvements and additional data. Huge thanks to them.

I am excited and pleased with the picture design changes I have made. I still love using the Kay Picture Test, but have been itching to make small changes to some of the designs that I think will make the test even better.

If you would like to comment on any of our products, please email hazel@kaypictures.co.uk and we will send a thank you gift to anyone whose quote we use on our website: www.kaypictures.com

Computer Vision Testing

The Kay Picture optotypes are present in five computer vision testing systems and we would be interested in feedback on how these work in practice.

If you use any of the systems listed below and would like to comment on any aspect of how the Kay Picture Test functions in this format, please get in touch. **One person (chosen at random) will receive a gift as a thank you for taking the trouble.**

The computer systems licenced to use the Kay Pictures' optotypes are: Thompson Test Chart 2000, Medical Digital, Sifi Yang, TechnopNV and KMChart.

Kay Fun Patch



Thanks to all those who requested a free sample and now buy the Fun Patches for your patients. We have more than doubled our sales at the start of this year and hope to have a website with online payments for direct sales soon.

Meetings and Exhibitions 2010

Kay Pictures will be attending the BIOS orthoptic conference in Oxford on July 2nd and 3rd and Norwich in-service Training day in May. We also hope to be in Chicago for the AAO and US Orthoptic conference in October. Please get in touch if you would like us to attend your local meeting or send our products to view. Please email: contact@kaypictures.co.uk, or Tel: 01442 823507.



Stickers stuck in the mud?

Our eye care reward stickers are very popular and anyone who sees children aged from 3 to 8 years knows the power of the promise of a sticker after testing and the pleasure such a simple thing brings to most children.

However, changes are afoot and many of the pictures are being re-designed, so we are looking for new ideas for the messages that you would like on the stickers.

Please post or email your ideas for sticker messages (pictures too, if you like). Any that we use will win a free Colour-changing light-up animal to hang up (worth £10). If the same suggestion is made several times, one winner will be chosen at random for that message.

You can send as many ideas as you like and win more than one prize! contact@kaypictures.co.uk.

Discount Vouchers – Do not miss out!

Each month we will be offering discounted prices on several products, but you will need to quote the voucher code from this and future newsletters to benefit from the discounts.

The voucher code for April, May and June 2010 is **SRPG + current month + % discounted amount**.

We have chosen six products this month with discounts ranging from 11% to 41%. When you visit the product pages on kaypictures.com, the products we have chosen to discount will have the discount percentage shown in red at the bottom of the relevant product page of the website.

Eg: if we are discounting the Occluding Glasses by 18% during April, the number **18** will be shown on that page. To receive the discount, you must order during April, quoting the discount code **SRPGApril18**, plus the usual product description and/or code.

Check our website each month to see which products we are discounting. In July's newsletter there will be a new voucher code to use for July August and September.

SeeAbility Offer

The half price offer remains ongoing throughout 2010. We are pleased to be supporting such an important cause.



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