

NEWSLETTER



Issue 6. Dec 2010

Kayfunpatch.com



Kay Pictures' online shop selling the Kay Fun Patches has been up and running for a few months and we have had a great response from parents in many different countries buying our fabric patches.

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Parents given a patch by the orthoptist can buy another one themselves, or can quickly and easily buy a replacement if their patch is lost.



The patches on the website will be added to and changed as new designs are produced. Our latest addition is called Snow Fun, pictured here. Plain and adult sized patches are also in the pipeline.

We have printed some small A6 flyers about the Kay Fun Patch website for you to give out to parents so they can purchase additional patches. We will be sending a few flyers with all orders. If you want more please contact us on contact@kaypictures.co.uk

Hoppity Frog

Hoppity Frog is a colouring, activity and story book for children who are having treatment for amblyopia.

The book is designed to help children to understand their patching treatment in a simple, fun way.

The rhyming story gives a simple account of having an eye test and getting glasses and an eye patch.

The cheerful pictures and story of Hoppity and his friends provide a positive role-model that can also be used in the classroom to promote understanding and empathy with a child who is being patched.



The book is available for parents to buy from the Kay Fun Patch website: www.kayfunpatch.com for £2.50 or in multi-packs for professionals:

HOPP10 pack of 10 - £20.00 HOPP50 pack of 50 - £75.00

A FREE book will be sent with all Kay Fun Patch orders for the next two months.

New Stickers.

We hope you liked the free stickers we provided for National Eye Health Week this year. The "I Love My Eyes" stickers proved popular and we are adding it to our brochure next year, together with three more:



WEDGEES



Wedgees glasses retainers fit discreetly behind your ears, giving your glasses a soft grip to hold them in place, without the need for cords or straps around the head, which can be uncomfortable.

Getting children's glasses to fit well and stay in place can be a daily issue for many parents. When children need occlusion, it is even more important that the glasses don't slide down their nose.



Wedgees can be worn by children and adults for work, play or sports. The soft cushion also relieves temple pressure on tight fitting or heavy glasses.

These are available to buy online at <http://www.kayfunpatch.com/accessories.html> for £3.50 including VAT.

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: <http://www.kaypictures.co.uk>

iPhone and iPad Vision Testing App

Very soon you will be able to purchase a vision testing app for the iPhone and iPad to test all ages. The app comprises British Standard letters and Kay Pictures in single and crowded format for three metre distance testing. It also has near text from N48 to N5. iPhone4 will have near Kay Picture testing too.

Look out on iTunes for the release of iSight Test in just a few weeks. Further information will soon be available from the website www.isighttest.com.

The app has been developed in collaboration with two ophthalmologists. We have taken the slightly controversial decision to provide sufficient information and instruction on the app to allow parents to test their child's sight at home.



We thought that, as there is so much information already available to anyone who uses the internet, it would be helpful to provide parents with a means to test visual acuity correctly and to understand the results.

The app will interpret the right and left acuity results and advise if they are within normal limits, or if further professional testing and advice should be sought.

BIPOSA



BIPOSA was held in Liverpool last month and was, once again, a very successful and enjoyable conference. It was hugely popular, so much so, that there was a waiting list of would-be delegates who had left it late to apply.

The Foresight Centre Venue was superb, especially impressive was the lunch and magnificent chapel where it was provided. Topics ranged from sensory issues in Autism, AC/A ratios in near exophorias, the Sbisabar and intractable diplopia, school vision screening, craniopharyngioma in childhood, ROP treatment, strabismus surgery outcomes and lots of interesting case studies.

Kay Pictures was able to display the prototype iSight Test app and get lots of positive and interesting feedback. Thanks to everyone who came to talk to us.

Our next planned meeting isn't until Optrafair in April 2011, but we regularly send products and toys to local training days all over the country to support them. Please enquire if you would like to find out more. contact@kaypictures.co.uk

PRICES



Our prices have stayed the same for several years and we have again managed to keep most prices the same for 2011.

All but one of our products will be the same price as in our Jan 2008 price list. Only the Occluding Glasses will increase by 50 pence to £7.00.

From Jan 2011 our list price will now apply to all our customers, but we are introducing free carriage to UK customers on orders over £100 net.

Please forward this link to colleagues and ask them to sign up to the newsletter



Tel: +44 (0)1442 823507
Fax: 08701 236191

<mailto:contact@kaypictures.co.uk>
www.kaypictures.co.uk