

BLAZE

Are you ignoring the health of your eyes at your workplace?



BLAZE presents the World's first patented blink reminder device (Blink Now™) to help combat Computer Vision Syndrome (CVS).

Your eyes are incredibly valuable. Computer Vision Syndrome (CVS) is said to affect 90% of the people who use computers for three or more hours a day! Just google "Computer Vision Syndrome" and see the number of hits relating to this condition.

With more people using computers for at least 3 hours or more a day, an increasing number of individuals are seeking attention for visual discomfort from the symptoms of CVS. Do you use the computer for prolonged periods and if so, you may have some of the symptoms yourself?

CVS Causes & Symptoms:

Computer Vision Syndrome is being recognised as a global phenomenon. With many of us using computers for longer, it is a rapidly growing disorder, affecting an estimated 90% of workers using computers for more than three hours a day (The School of Health and Rehabilitations Sciences from the University of Queensland, Brisbane, Australia).

CVS causes one or more of the following debilitating symptoms:

- Blurred Vision
- Sore Eyes
- Headaches or Migraines
- Eye Strain
- Red and Irritable Eyes
- Contact Lens Intolerance
- General Eye Discomfort
- Inability to focus between long and short distances quickly

What causes CVS?

An important cause of CVS is decreased blinking whilst using the computer due to the act of concentration. The evidence suggests that the natural rate is halved. Alteration of tear film protection from decreased blink rate is one of the most important mechanisms in CVS. Research has shown that the blink reflex is reduced significantly when at the computer screen. The longer the eye remains open between blinks, the more likely the front surface of the eye is to dehydrate.

It is simply not possible to remind ourselves to consciously blink at the optimal rate for a prolonged period of time, whilst concentrating at the computer.

Blaze have released **Blink Now™**, a unique patented web-cam sized device, where much research has been undertaken in terms of size, brightness, shape and design of the **Blink Now™** device, to ensure that your blink rate is stimulated passively, with minimal distraction. The **Blink Now™** device is recommended to be used regularly over a period of time, where the benefits are expected to be cumulative.

Features of the Blink Now™ device are:

- Sits on top or beside your computer screen.
- Shows an animated blinking eye within your peripheral vision, repeated at regular intervals to provide a cue for a scientifically determined healthy blink rate.
- Users respond subconsciously even when concentrating hard on a task on the computer screen.
- Fully portable, easy to use plug and play unit, drawing power from a USB port or from mains supply.
- No software installation required, and does not interfere with computer's performance.

"We are delighted to be involved in the development of these cutting edge accessories that will allow iPad/iPhone/iPod users to

effectively use their mobile device fully at home, by watching movies, internet browsing, playing games and listening to music through their TV's" – Jason Cooper (MD of Blaze Europe)



Stock is currently available immediately. To register your interest or obtain further information, please contact your Blaze representative, or the contacts below.

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