

HIGHLIGHT OF THIS ISSUE

Introducing iCoat's New Website

As part of our continued efforts to provide the best optical products and services, iCoat is proud to announce the launch of its brand new website: www.icoatcompany.com. The website features a wealth of information about our products and services, pages of educational material and information, collateral and sales support material, information on promotions and discount offers, company news and event information, and links to other optical websites. www.icoatcompany.com is an easy to use web portal for any and all information pertaining to iCoat and its products and services. Please visit our new website to review the features and benefits.

Meet your iCoat Company customer service team



From left to right: Patricia, Bobbie, Omar, Harry, Gloria and Maribel. For all your customer service needs call: 800-832-2628

Win Nintendo Wii at iCoat Booth at Vision Expo West

iCoat would like to invite you to visit our booth LP8051 at International Vision Expo in Las Vegas. iCoat will be accepting entries for the drawing of a Nintendo Wii Giveaway at the booth. Please stop by to iCoat's booth to enter into the drawing.

As a courtesy from iCoat Company, you can sign up for International Vision Expo West 2008 for FREE. The link to register is provided under the News section of the iCoat's new website www.icoatcompany.com.

Sales Tip: Do the post it note test

To demonstrate the new oleophobic top coat stick a post-it note to an uncoated lens and to a Stainless AR lens. The post-it note will stick to the uncoated lens but not the Stainless AR lens. The oleophobic lens is too slippery!

What happens in the AR chamber?

Premium AR coatings require a special pre-coat cleansing process which will be explained in a future newsletter. After the pre-coat process, lenses are placed into a ring and callot which is placed into the top portion of the AR chamber. Atmosphere in the chamber is carefully monitored through a sophisticated software program. Chemicals including chrome, quartz and titanium oxide are changed from a solid material to a vapor state by use of an electron-beam gun. The chemical vapors bombard the surface of the lens substrate with the assistance of an ion gun.

Thickness and uniformity are precisely controlled and monitored through a crystal "eye". An oleophobic top coat is then applied over the AR stack. The lenses are flipped and the same process is repeated on the other side of the lens. iCoat would be happy to provide a more detailed explanation of this process to anyone interested.



**CALL US TO SCHEDULE
A TOUR OF ICOAT LAB.**

**iCoat Company
12020 Mora Drive
Santa Fe Springs, CA 90670
800.832.2628**