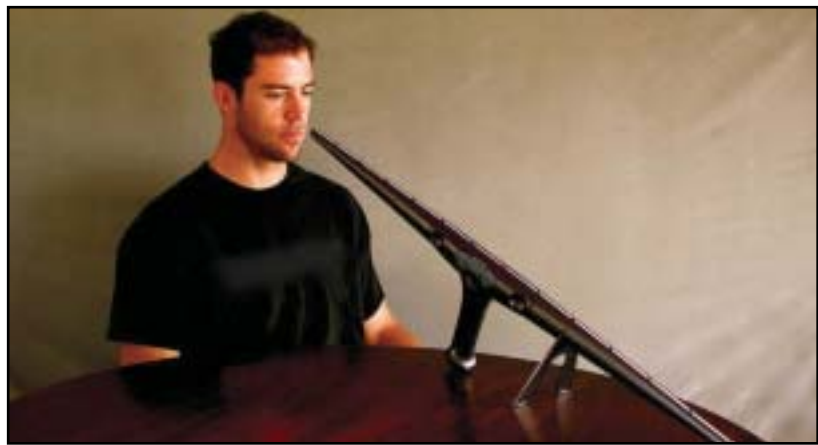


SPORTS VISION MAGAZINE



Photos courtesy: Eyeport Vision Training System, www.exerciseyoureyes.com

SPACE AGE VISION TRAINING

New vision training product makes exercises fun

February 2007. Following receipt of a clearance certificate from the US Food and Drug Administration, Hawaii-based inventor and optometrist, Dr. Jacob Liberman, says a major campaign is now underway to publicize the Eyeport Vision Training System.

With its sleek design and versatility, the device could easily be mistaken for a model spaceship or a hi-tech weapon. For athletes who train with the Eyeport, however, it may well be their training weapon of choice.

What is it? The Eyeport is a medical device intended to improve vision performance. "It's essentially an electronic brock string," says Dr. Merrill Bowan, who reviewed the Eyeport and commented on ODwire.org, an online community dedicated to the optometric profession.

"What makes the Eyeport unique is its patented use of alternating red and blue lights," says Liberman. "Basically, your eyes react differently to red and blue lights due to a scientific phenomenon called chromatic aberration. The focusing system contracts when it sees red and relaxes when it sees blue. By combining eye exercises with specific colored lights, the Eyeport strengthens your vision skills in a revolutionary new way."

How it works. The athlete positions the unit near the edge of a table and sits on a chair with their eyes approximately 24 to 30 inches away. Using the red-blue glasses, which are provided with the system, the athlete follows the flashing red and blue lights with their eyes, while holding their head still.

The Eyeport can be adjusted to different angles to perform five different exercises that take about 10 minutes each day. "Because the lights turn on in different directions, patterns and speeds, your eyes exercise through their full range of motion—horizontally, vertically, diagonally, near, and far," explains Liberman.

"It provides a structured method of doing eye exercises," says Bowan. "It has programmable functions that are easily learned. It's meant for consumer use, but can also be a valuable clinical tool. It has randomization ability. It uses red and blue lights and comes with glasses that enhance the visual benefit."

Studies and trials. In the fall of 2003, the Pacific University College of Optometry conducted the first independent clinical study of the Eyeport Vision Training System. "This carefully-controlled study demonstrated that using the Eyeport for 10 minutes a day, over a three-week period, resulted in statistically significant improvements in aiming, tracking, focusing, teaming and dynamic depth perception," says Liberman. "The study also demonstrated significant improvement in reading efficiency and comprehension."

In 2004, an independent study was completed on the effect of using the Eyeport on the batting performance of little league baseball players. "Results of that study demonstrated a 90% improvement in batting performance after only three weeks of use," says Liberman. "Shortly after the completion of the study, this team emerged from the loser's bracket to win their first league championship."

Exercise Your Eyes: The Eyeport Vision Training System, developed by Dr. Jacob Liberman (above left), sells for US\$199.95 and may be ordered through: www.exerciseyoureyes.com. It comes with a 31-page vision booklet including weekly exercise schedules and a grading scale to measure vision improvements.

In 2005, a study was completed with the Maui County Police Department. "The results of that study demonstrated statistically significant improvements in visual attention, speed and span of perception, and marksmanship after use of the Eyeport," says Liberman.

Benefits to sports performance. "Strong vision, like good equipment, is critical for getting to the top of your game," says Liberman. "Your vision determines how quickly, accurately and efficiently you perform."

"Poor visual skills can lead to topping or slicing the golf ball, or consistently missing the sweet spot on your tennis racquet—even though you think you're aim is spot-on target. To improve your sports performance, your visual skills—not just your body—must be at their peak. Athletes often don't realize that hitting the ball at the right moment in the precise spot is more critical than hitting it with brute force."

"Whether you want to shave a few strokes off your golf game, boost your bowling average or play more consistent tennis," he says, "you will need to improve your eyes' ability to aim, track, focus and team."

"Refining your visual skills will directly improve your concentration, allowing you to easily eliminate external distractions and stay focused on the ball. You will react faster, more accurately and with better balance. With vision training, your eye-hand-body coordination will become more seamless, enhancing your timing and body control." ■