

NIDEK IN JOINT VENTURE WITH BARRY DIBBLE

Birmingham Optical Group is delighted to announce the first co-management partner, Barry Dibble of Dibble Optical Supplies, as part of its five year business plan for the UK and Ireland. Nidek's full range of diagnostic and edging technology, Oculus, CSO and Frastema products will now be available from Barry's company in the south-east region.

Barry's background in manufacturing optics and extensive knowledge, has been widely welcomed by Birmingham Optical CEO, Chris Tyler.

"I first brought Barry into optics in the late 1980s, when we established Nidek in the UK, so it is very fitting that we are working together again with this tremendous technology. I have great respect for Barry's understanding of the demands of the market, his technical knowledge and the regard with which he is held in manufacturing optics. We are delighted that he is to partner us in this joint venture, where he will have a particular focus in the south-east of the country," said Chris.

"This approach, in a mature market, is the way forward we believe," he added.

Confident of Nidek's continuing innovation, Barry added:

"It is a real pleasure to work with a company that is looking to the future. While others have stagnated, Nidek's research and development has been fantastic, hence the international reputation that the company holds."

Key product for the joint venture is the Nidek RS 3000 advanced OCT system, providing great ease of use, tremendous speed, and results that move practices into new realms of clinical excellence.

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Picture shows Barry Dibble with Chris Tyler, CEO of Birmingham Optical Group

Issued for **Birmingham Optical Group**
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01372 465265
27 October 2009