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EyePerformance At A Glance

When a child has failing grades in school, the common conclusion is that they just need to study harder. When a professional athlete sees their performance slipping in the field, the common conclusion is that they need to practice harder. But all too often, these conclusions are completely wrong. The real problem can be occurring as a result of the individual's eyesight. Yet, many parents, teachers and coaches feel helpless to properly address this problem with the right tool.

All of this has changed with the development of the EyePerformance system.

EyePerformance is a unique vision training system that consists of software that engages the user in a series of pain-free sessions created to address any lack of:

- ◆ Depth perception
- ◆ Eye tracking
- ◆ Eye focusing
- ◆ Peripheral vision
- ◆ Fusion flexibility
- ◆ Visualization

- The system shows each user how to work on focusing, moving the eyes in unison as well as smoothly and accurately. With repeated use of the system, the person's eye muscles begin to strengthen – which helps to positively influence their ability to read, write, coordinate, focus and a host of other benefits.
- The system has been created and backed by Dr. Lawrence D. Lampert, a developmental optometrist and one of a select number of people in his field with a fellowship in developmental vision.
- While virtually anyone can use EyePerformance without restriction, there are two categories of people that it works best for:
 - Children with vision problems that have impaired their ability to read, write and fully succeed in academic activities
 - Athletes experiencing vision problems that have impaired their ability to perform well in their specific sport. These individuals can be children,

collegiate players, professional athletes or just adults who participate in sporting activities for exercise and leisure.

- Athletes in need of vision training find that continued use of the EyePerformance system tremendously improves upon the visual skill that athlete requires to perform better at their chosen sport.
- With EyePerformance, the user never has to limit their vision therapy and vision training to an in-office visit. As long as they have access to a Mac or PC, a person can take EyePerformance with them just about anywhere. This allows anyone to fit an easy visual training session into their day.
- While every set of eyes is different, many people can begin to see an improvement in their vision within just a few weeks
- If any user does not see noticeable and positive changes to their eyesight after 30 sessions with the EyePerformance system, EyePerformance offers a money-back guarantee to any user who is not completely satisfied with their results.
- The complete EyePerformance system costs \$399 and can be purchased directly through the company's website at www.EyePerformance.com.



BIO

Dr. Lawrence D. Lampert
O.D., F.C.O.V.D.

The face behind the EyePerformance system is Dr. Lawrence D. Lampert, a developmental optometrist and a respected industry leader in the field of developmental vision.

Based in Boca Raton, Florida, Dr. Lampert sees patients from around the world for consultations and evaluations, including children who are experiencing problems in school due to visual learning disabilities as well as professional and amateur athletes who want to improve their overall level of performance through vision training. He also treats brain-injury patients, people experiencing visual complications from excessive time in front of computers and more.

Throughout his nearly 25 years in private practice, Dr. Lampert has used vision training techniques to improve the athletic performance of players from the New York Yankees, Chicago Cubs, Cleveland Indians, Miami Dolphins, Japanese Baseball League, PGA and LPGA golfers, USTA tennis players and world-class international athletes during the 1996 Olympics.

Dr. Lampert also explored the impact that vision training can have on the golf game of an athlete at any skill level in his book, "[The Pro's Edge: Vision Training For Golf.](#)"

Dr. Lampert's expertise in optometry has allowed him to enjoy roles as a medical staff member of Delray Community Hospital, a charter member of the Neuro-Optometric Rehabilitation Association and a member of the American, Florida and Palm Beach Optometric societies. He also is a frequent columnist for the Boca Raton News, writing on subjects that deal with visual challenges and the paths to overcome them.

Articles

These timely and newsworthy sample articles include quotes from the founder of EyePerformance, Dr. Lawrence Lampert.

THE WALL STREET JOURNAL.

Making the First Three Seconds Count

College Football Deploys High-Tech Aids for QBs; The \$50,000 Simulator

College football teams are rethinking the way they train their quarterbacks.

As the 2007 season begins, nearly every top program has adopted elements of a swarming offense designed to boost scoring by speeding up the tempo, flooding the field with as many as five receivers and crossing up the defense. Coaches, who have to teach quarterbacks to make intelligent decisions in less than three seconds, are turning to an array of high-tech tools for help.

Georgia Tech's quarterbacks put on infrared goggles to operate a program meant to strengthen their eyes. Maryland has invested more than \$50,000 on a videogame system that helps quarterbacks master the team's playbook. Arizona has installed a studio where players dressed in motion-capture outfits compete against life-size computer-generated opponents.

To generate more realistic film for his team to study, Tennessee coach Phil Fulmer now records every practice with seven digital cameras, including one attached to a pole and positioned directly behind the quarterback's head. "Anything you can do to find an edge," he says.

To "read" receivers and defenders quickly at the margins of the field, quarterbacks must work on peripheral vision and convergence -- or the way both eyes work together as an object comes closer. Larry Lampert, an optometrist in Boca Raton, Fla., who's worked with several college and pro players, says the best passers can track multiple targets without shifting their heads from side to side. "You want to be able to gather more information with less eye movement," he says.

The eye speed concentration trainer used by athletes at the Air Force Academy.

Keeping it all straight can be daunting. Purdue quarterback Curtis Painter says he has to be able to recall about 50 plays, each of which involves at least four receivers and can be run from six different formations. At the line, he has to scan the defense for hints of its plans (an extra linebacker on one side, for instance) and if necessary, change the play by shouting out a precise series of coded commands. Once the play begins, Mr. Painter knows that his coach expects him to read every receiver's position, keep tabs on the entire defense, make a smart decision and release the ball -- all in no more than 2.7 seconds. "It gets confusing," Mr. Painter says. "Sometimes you're standing back there wondering when you're going to get hit."

While there is no solid proof these methods work, they are being adopted at a time of increasing prosperity for college athletic programs. Over the past decade, athletic-department budgets at Division I schools have increased 8% to 12%, according to the NCAA -- outpacing overall school budgets. Ohio State's sports budget, the nation's largest, now tops \$100 million. As new NCAA rules have limited practice times, technology is also giving players a way to work on their skills when they're not suited up.

The "Pro Simulator" is a software program that uses video game-style graphics and controllers to help players learn playbooks and opposing defenses.

The latest tactical wrinkle in college football, known as the spread offense, came into vogue in recent years as teams with middling talent such as Hawaii and Texas Tech began setting offensive records -- catching the attention of coaches across the country.

A traditional college offense has two receivers, a tight end and a quarterback who lines up directly behind the center to receive the ball and then backpedal into throwing position. Spread offenses try to challenge opponents by speeding up the pace -- doing away with huddles, having quarterbacks take the snap from the "shotgun" position on every down and executing plays in just a few seconds. The goal is to weaken the defense by spreading its players over a larger area.

On a humid day in Knoxville, Brian Gearity, assistant strength and conditioning coach at Tennessee, sits at a table in the varsity weight room with four computers and a few

pairs of 3-D glasses. The gear is for the “Vizual Edge Performance Trainer,” a software program developed by Barry Seiller, a Chicago ophthalmologist who’s worked with elite athletes in several sports. Tennessee is one of just three Division I football teams using the software.

Mr. Gearity cues up an exercise meant to sharpen visual convergence. In it, users are asked to identify the position of a three-dimensional diamond on a fuzzy reddish background -- toward the left, the right, up or down. With each correct answer, the diamond gets smaller and harder to identify. In another drill to strengthen visual recognition and quicken reaction times, players observe a series of arrows on the screen and have to reproduce the sequence.

Erik Ainge, Tennessee’s starting quarterback, says the program can be just as beneficial as film study. “It’s another way to help you focus,” Mr. Ainge says. “The faster you can get your brain and your eyes to work together, the better off you’ll be.”

Vanderbilt quarterback Chris Nickson, who has used the software for about six months, says it has helped him improve his peripheral vision. During a recent practice, he says he could “feel” a cornerback blitz coming without turning his head. “I was like, ‘dang, that machine is pretty good.’ “

This season, quarterbacks from 15 schools -- including Maryland, Oklahoma State and Washington State -- will play virtual games on the “Pro Simulator,” a system introduced last year by GridIron Technologies of Scottsdale, Ariz. While its controllers and graphics are similar to those of popular videogame consoles, the system allows teams to upload their playbooks and enter scouting information about their opponents.

Toggling a Controller

When Maryland’s quarterbacks gather on Friday nights to work on the simulator, they’re actually reviewing the plays and defensive formations they’re likely to see the next day. By toggling the controller during a play, a quarterback can move his virtual line of sight to indicate which receiver reads he is making. In “study” mode, pop quizzes about formations and passing routes appear on the screen. The results of these exercises are tallied up and emailed to coaches.

Quarterback Riley Skinner of Wake Forest, who began working with the program last

year, says it has helped him learn enough about an opponent's defense that, "it becomes second nature by game time."

Since the mid-1990s, the Air Force Academy has been putting football players through vision drills that are also used to train pilots. In one exercise, they jump on a trampoline while trying to read two different eye charts -- one that's just inches from their face and another that's 20 feet away.

Al Wile, assistant director of the school's Human Performance Laboratory, says the idea is to help them focus simultaneously on immediate threats and downfield targets. "It's amazing how many messages the eyes can send to the brain," he says.

There have been few formal studies on whether these tools and techniques actually improve football performance. Sports administrators at several schools say they may be most useful as recruiting tools to impress teenage athletes. "The six-plays-to-a-page playbook just doesn't work anymore," says David Graff, a former Nebraska graduate student who created an interactive digital playbook for the school's football team. "You've got to match what college kids are used to."

The NFL Stands Pat

For its part, the NFL hasn't changed the way it evaluates the visual skills of college prospects. While teams will sometimes run their own tests, players invited to the league's annual scouting combine are given nothing more than a generic eye exam.

Whether or not these technologies are doing anything to improve their numbers, quarterbacks are, for the most part, offering no resistance. One reason: The new tools are turning an activity they already do for fun into something productive. "Everyone likes videogames," says Tennessee's Mr. Ainge.

Article by Jon Weinbach, The Wall Street Journal

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Dr. Larry Lampert - Sports 'Vision'ary

Most athletes go to a gym when they want to train. But one Boca Raton doctor suggests they may want to go to an eye specialist.

Larry Lampert does vision training. He is the author of "The Pro's Edge, Vision Training for Golf," a self-help book which aids a golfers' putting, and long and short game.

He has worked with professional golfers, and football and baseball players, helping them improve their game by training their eyes.

"First you have to look at the visual demands of a sport or game," Lampert said. "Then you have to work on developing concentration, training the eye muscles and building up eye coordination."

It may sound strange, but Professional Golf Association players who have met with Lampert and read his book say it is very effective. "He opened up a new window of opportunity for my eyes," said Brett Weeks, a PGA player from Tampa. "For a long time I knew there was something wrong with my eyes, but no one could understand."

Vision training helps with many visual skills such as depth perception, tracking, eye focusing, eye teaming, peripheral vision and eye-hand, eye-foot reaction time.

One of the first questions Lampert asks is, "Are you left-eyed or right-eyed?" For those who don't know, which is most people, he can tell you how to determine which you are. Once you know which eye is dominant, that information can be used to make immediate improvements in your game. The dominant eye should be over the back of the ball. A shot should be lined up with the dominant eye.

The book is chock full of these little tricks as well as exercises that train your eyes. "In my rookie year I always had a problem with my putting game," said Patty Jordan, a LPGA/PGA golf professional, who said she had a problem with her eyes converging.

“I do the exercises, it is a slow process. But just the knowledge has helped me. There has been a gradual positive improvement.”

Jordan had tried going to an eye doctor in the past without much success. “It’s really hard to have someone else know what, we’re seeing,” she said. “(Lampert) really did a great job of specifically relating (eye therapy) to golf.”

Since reading the book, Weeks says he has been faithfully doing the exercises. “It’s almost to a point where I can’t put it into words how important it is,” he said. “My peripheral vision has expanded. My putting has improved so much that people I play with are asking what I’m doing.” Well, the secret Weeks has been trying to keep in order to maintain his edge, is out in the open.

Lampert charges between \$115 to \$150 for an eye exam and consultation, \$100 an hour for in office vision training, \$300 an hour when he has to travel to meet a player, or \$1,500 for a whole day.

For those who love golf, but not enough for those rates, the book provides drills and formulas. Even blank charts in the back to track your own progress. The book is not just for pro’s, but any serious golfer who wants to improve his or her game, Lampert said.

“Sometimes we forget that vision runs the entire show,” said Bob Winters, a sports psychologist with the PGA Nike tour. “For people with normal vision, they may be performing well, but still make errors. These are not physical errors, but sensory errors. Eye muscles aren’t trained properly if the sensory system is giving incorrect information.”

Lampert’s book provides some tools that allow golfers to adjust their game accordingly. “He kept it simple for the golfing public. Anyone can read it and get something from it.” Winters said.

Article by Danette Goulet, Boca Raton News

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Report Card Blues?

By Dr. Lawrence Lampert

A poor report card signals action – but what action should you take? Do you need to have more meetings with his teacher? Do you need to be more strict? Should you hire a tutor? What is the best course of action to take?

Research has found that 1 out of 4 children have undiagnosed vision problems contributing to their difficulties with reading and learning. In addition, a recent study found that poor academic performance could be predicted in children who had certain types of vision problems.

Parents and teachers will often tell me that they thought their child had a vision problem because they could see something wasn't quite right when they read. But the results of the vision screen said the child saw 20/20, so they assumed that meant he had "perfect vision." Being able to see the eye chart is just one of the many visual skills critical to reading and learning.

All 20/20 vision means is that you are able to see a certain size letter at a distance of 20 feet. "20/20" comes from the eye chart which is the benchmark for vision screenings. Yet this test was designed in the 1800's when man's biggest concern was hunting for his dinner! Vision is a complex process that involves over 20 visual abilities and more than 65% of all the pathways to the brain. When a child is missing even one of these visual skills, his report card could suffer.

You may be thinking that your child would have told you if he or she was having problems seeing. Children have no idea what their world is supposed to look like. I have seen many children who were seeing double when they tried to read, who thought that everyone saw things the way they did. They thought that they were the only ones who couldn't make sense out of the garbled mess they were seeing. Self-esteem obviously suffered.

A poor report card is only one of the signs of a possible vision problem. Following are some questions you can ask yourself regarding your child.

Have you seen your child:

- Omit or substitute small words (like “of” for “for”, or “if” for “of,” etc.)?
- Get frustrated trying to read or do homework?
- Take much longer doing his/her homework than it should?
- Have trouble making out words?
- Slow when copying or make lots of errors?
- Find it harder to read at the end of the day than in the morning?
- Skip words or repeat lines when reading out loud to you?
- Reverse letters like b’s into d’s when reading?
- Have a short attention span with schoolwork?

If a vision problem is at the root of your child’s difficulties, it won’t make a difference what other approaches are tried (tutoring, diet modifications, medication, etc.). Your child won’t have the visual skills necessary to make sense out of what he/she is trying to read and will continue to struggle until the vision problem is fixed.

The good news is that most vision-based learning problems are 100% correctable. So, if your child comes home with a poor report card or if you notice one or two grades starting to slip, I would like to encourage you to schedule a developmental vision evaluation. Please call my office for more information or visit my website: www.DrLampert.com.

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