VRmagic rebrands to Haag-Streit Simulation

Monday 29 March, 2021

Harlow, UK – 29th March 2021 - John Weiss & Son, the leading manufacturer and distributor of gold-standard ophthalmic micro-surgical instruments and procedures, is pleased to announce VRmagic, manufacturer of VR simulators for medical training, has rebranded its simulator branch to Haag-Streit Simulation.

Having joined the Haag-Streit Group in 2020, the creation of Haag-Streit Simulation will strengthen the corporate brand and expand the product portfolio for medical education and training in ophthalmology.

Along with harmonising the product branding, marketing activities will be synchronised. Markus Schill, CEO, VRmagic, said, “Sales cooperation with the Haag-Streit distribution network will allow us to offer more efficient customer service on the ground. Haag-Streit subsidiaries in the UK and USA have already begun to implement operational efficiencies, designed to further enhance the customer experience.”

John Weiss has exclusive UK distributorship of two Haag-Streit Simulation diagnostic training products; the Eyesi® Surgical and Earsi® Otoscope.

The Eyesi® Surgical is a high-end virtual reality simulator for intraocular surgery training, developed for cataract and vitreoretinal surgeons. Through the simulator´s OR microscope, trainees can see the virtual surgical field in stereo and high-resolution, while operating with life-like surgical instruments. The highly-realistic simulation of interaction with tissue in real-time, increases trainees’ surgical experience without the risk for patients.

The Earsi® Otoscope is a virtual reality simulator which allows medical students to practice the handling of an otoscope and to aid recognition of the most common pathologies of the ear. It features a life-like model ear and otoscope hand piece to aid correct examination techniques.

Completing the Haag-Streit Simulation portfolio are the Eyesi® Slit Lamp, Eyesi® Direct and Eyesi® Indirect medical simulators, which will be distributed in the UK by John Weiss & Son’s sister company, Haag-Streit UK.

For more information on the Haag-Streit Simulation range of products, please visit https://jweiss.co/HSSimulation, or email hssimulation@johnweiss.com.

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