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Baader Solar Viewer AstroSolar® Silver/Gold seen from outside with cool (heat-reflecting) dual metallized AstroSolar® Silver Film



INVEST IN THE BEST: Solar Viewer AstroSolar® Silver/Gold



MADE IN GERMANY



Baader Planetarium's visual and telescopic solar observing products are known world-wide for their quality and safety, and their Solar Viewers (glasses) are particularly in high demand for the upcoming Great American Eclipse. We expect that you may already be familiar with the budget solar glasses that are being sold on Amazon for instance and which are killing everyone's chances to market these products effectively. We would like to introduce to you the Baader **Solar Viewer AstroSolar® Silver/Gold** as a priceworthy alternative to offer the highest degree of safety and viewing comfort. For more than 25 years Baader Planetarium viewers have been the preferred solar viewing product in Europe. 4.5 Million Baader-Viewers were used by Carl Zeiss during previous eclipse events.

Be aware that really these new Baader Solar Viewer AstroSolar® Silver/Gold are a "cool-choice". Compare them against any of the all charcoal-black PET-viewers in the market and observe the sun for a few minutes. While both versions are certified as safe, what you will experience is that with the black PET-film your eyes will feel warmer due to the higher degree of IR-radiation transmitted through the black film. With Baader's AstroSolar® Viewers your eyes really do stay cool – all the time – any time.

FEATURES – Baader Solar Viewer AstroSolar® Silver/Gold

- **NEW – No Reflections:** the anti-reflective, UV-absorbing "Gold"-Film on the inside of Baader's AstroSolar® Viewers guarantees a most comfortable viewing experience
- **Made in Germany:** Baader Solar Viewer AstroSolar® Silver/Gold are entirely produced in Germany under direct supervision of Baader Planetarium. These are high quality glasses using time tested expensive materials, processes, and stringent quality controls.
- **Safety:** Baader Solar Viewer AstroSolar® Silver/Gold meets and largely exceeds the latest EN ISO 12312-2:2015 standard for eclipse viewers. Just as importantly - Each and Every Viewer is tested to ensure its safety. Don't entrust your customer's eyes to anything less. Shortly before the eclipse you will witness how all cheapest solar viewers will be questioned hard for their safety and infrared transmission - this cannot happen with Baader Solar Viewer AstroSolar® Silver/Gold.
- **Crystal Clear and Tack Sharp:** Many low cost viewers may supply softer hazy views. Baader's Solar Viewer AstroSolar® Silver/Gold deliver the same crystal clear views as their renowned AstroSolar® film used for over 25 years by professionals and amateurs for high magnification telescopic observation.
- **True Color Views:** No other viewer presents the sun as close to its real color – WHITE! All of the other viewers claim to produce a 'pleasing' or 'Natural' yellow or orange colored sun (not because that is desirable, but because all simple smoked plastic viewers color the image to look reddish). Nothing could be more unnatural for the overhead sun. Our Sun is White and Baader's AstroSolar® Viewers are the only way to see it this way with your eyes.
- **Pricing:** Baader's AstroSolar® Viewers are nominally more expensive than cheaper import glasses. However, this slight additional (<\$1) cost per viewer delivers all of the benefits detailed above (*in addition to excellent profit margins!*). We think that customers will become very sensitive in the final days before the eclipse with lots of media coverage and uncertainty about eye safety going around. In this situation Baader's AstroSolar® Viewers are a clear statement of your organization to provide first class safety.
- **Counter Display:** Baader's AstroSolar® Viewers are sold singly and in convenient 100pc display packs, ideally suited for display at registers and countertops
- **Four languages in one:** Solar Viewer AstroSolar® Silver/Gold may be lawfully sold across the USA as well as in Mexico and Canada as they carry safety instructions in English, French and Spanish language. The fourth language - German - is just a reminiscent of their origin.
- **Story:** each Solar Viewer AstroSolar® Silver/Gold printing artwork explains in vivid images what actually happens during an eclipse
- **Safe storage:** each viewer packed individually in protective poly-bag

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Baader Solar Viewer AstroSolar® Silver/Gold seen from inside with anti-reflective UV-absorbing AstroSolar® Gold Film (black appeal)

About Baader Planetarium

Baader Planetarium is the world's foremost supplier of Solar Filters and related equipment. They have been supplying Solar Viewing Glasses and AstroSolar® Film material for over 25 years. Their solar viewers and solar filters have been used safely by millions of users around the world, entrusting their eyes and enjoying the views that only genuine Baader AstroSolar® can deliver. All of their products are produced and quality tested in Germany, and meet/exceed all applicable safety norms, so you can rest easy as you sell Baader Products to your customers.

About the Eclipse and Solar Viewers (glasses)

Demand for eclipse viewers will spike significantly in the few weeks before the eclipse as people realize they (and their families) urgently need something to protect their eyes and to view the eclipse with. From some point, Amazon and other online retailers won't be able to meet demand in time to help the majority of customers.

What may be less realized, is that viewers will be needed and equally in-demand over the entire continental USA. It's something of a contradiction: for people fortunate to be in the path of totality, the solar viewers must be removed for viewing of the sun when in the total phase. Within the path of totality only before and after totality are glasses required (anytime there is even a sliver of solar disc visible, glasses must be worn). That means - everywhere else in the US and parts of Mexico and Canada where the eclipse can be seen as well, people must constantly wear solar viewers during all the several hours of the eclipse event to be able to witness and observe the eclipse at all - including the partial phases of the eclipse.

For this reason we encourage sales of viewers, especially for those off from the path of totality. This eclipse will be the finest and most accessible of the next century, and interest will never be higher across the USA. So all visitors from Europe can be sure to receive a product meeting all safety regulations.



BAADER PLANETARIUM

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