

## Supplement to the Promotion Training Manual

### Levenhuk Rainbow Microscopes

*(The new series replaces the Levenhuk Rainbow NG series; see the comparison table below)*



Bright Levenhuk Rainbow biological microscopes are distinguished by not only excellent quality optics and reliable body, but also by their original design. The series includes quality microscopes for children of middle- and high-school age, university students, and all people interested in the microcosm.

Microscopes with magnification power up to 640x are designed for school biology studies; other models with higher magnification up to 1280x are suitable for college and university students, and can also be used for basic laboratory research. People who love modern technology will probably like digital microscope models, which allow not only for visual observations and research, but also for microphotography. These models allow users to make beautiful photos of observed microscope samples and capture living microorganisms on video.

#### **Advantages of the Levenhuk Rainbow microscopes:**

- Each microscope comes with Levenhuk K50 Experiment Kit + "Attractive Microscope. Scrutinizing the Microcosm" User Guide.
- Convenient and reliable body.
- Buyers can choose from plastic or metal bodied microscopes. Levenhuk 50L and 50L PLUS microscopes come with a convenient plastic case.
- Built-in upper and lower illumination.
- Buyers can choose models with either fixed or rotatable monocular head.
- Each microscope model is available in five bright colors: Moonstone, Amethyst, Lime, Azure, and Orange.
- The line includes two digital models: D2L and D50L PLUS.
- Improved gift box design: colorful and attractive.

#### **How to promote new microscopes to customers:**

- General use microscopes
- Most affordable models for any purpose
- Excellent optics, great build quality
- Great option for entry-level observations
- Perfect option for children

#### **Target audience:**

- All buyers looking for entry-level biological microscopes
- Children, school and university students
- Those looking for a microscope as a gift

**More information:** <https://www.levenhuk.com/catalogue/microscopes/rainbow-series/>

#### **The series includes:**

- 69061 (EN) Levenhuk Rainbow 2L Amethyst Microscope
- 69062 (EN) Levenhuk Rainbow 2L Azure Microscope
- 69063 (EN) Levenhuk Rainbow 2L Lime Microscope
- 69060 (EN) Levenhuk Rainbow 2L Moonstone Microscope
- 69064 (EN) Levenhuk Rainbow 2L Orange Microscope
- 69067 (EN) Levenhuk Rainbow 2L PLUS Amethyst Microscope
- 69068 (EN) Levenhuk Rainbow 2L PLUS Azure Microscope
- 69069 (EN) Levenhuk Rainbow 2L PLUS Lime Microscope

- 69066 (EN) Levenhuk Rainbow 2L PLUS Moonstone Microscope  
 69070 (EN) Levenhuk Rainbow 2L PLUS Orange Microscope  
 69072 (EN) Levenhuk Rainbow 50L Amethyst Microscope  
 69073 (EN) Levenhuk Rainbow 50L Azure Microscope  
 69074 (EN) Levenhuk Rainbow 50L Lime Microscope  
 69071 (EN) Levenhuk Rainbow 50L Moonstone Microscope  
 69075 (EN) Levenhuk Rainbow 50L Orange Microscope  
 69077 (EN) Levenhuk Rainbow 50L PLUS Amethyst Microscope  
 69078 (EN) Levenhuk Rainbow 50L PLUS Azure Microscope  
 69079 (EN) Levenhuk Rainbow 50L PLUS Lime Microscope  
 69076 (EN) Levenhuk Rainbow 50L PLUS Moonstone Microscope  
 69080 (EN) Levenhuk Rainbow 50L PLUS Orange Microscope  
 69065 (EN) Levenhuk Rainbow D2L Moonstone Microscope  
 69081 (EN) Levenhuk Rainbow D50L PLUS Moonstone Microscope

**10 advantages of the new Levenhuk Rainbow series of colorful microscopes (2016) compared to the previous Levenhuk Rainbow NG series**

	<b>What is different?</b>	<b>Old Levenhuk Rainbow NG</b>	<b>New Levenhuk Rainbow (since 2016)</b>	<b>What are the advantages?</b>
<b>1</b>	<b>Levenhuk K50 Experiment Kit</b>	only with 3L NG and 50L NG models	the kit now also includes a dropper; the kit is supplied with <b>all</b> microscope models	Users can start observing and conducting experiments right after getting the instrument.
<b>2</b>	<b>Body</b>	metal	2L and 50L — plastic 2L PLUS and 50L PLUS — metal	Plastic bodied microscopes cost less. The optics quality is the same, and the plastic body is quite reliable and much more lightweight than the metal one.
<b>3</b>	<b>Upper illumination</b>	50L NG – light pen	50L and 50L PLUS – reliable and convenient <b>built-in</b> upper illumination	The light pen has particular drawbacks – not always stable work, lighting quality leaves much to be desired, it can get lost, etc. With built-in illumination, those problems are eliminated.
<b>4</b>	<b>Magnification</b>	640x and 1280x	2L: 400x; 2L PLUS: 640x 50L: 800x; 50L PLUS: 1280x	The magnification range is now wider. It's easier to sell: the higher the price, the higher the magnification.
<b>5</b>	<b>Eyepieces</b>	2 eyepieces in the kit (10x and 16x)	2L and 50L — only 10x eyepiece 2L PLUS and 50L PLUS — only 16x eyepiece	There is no need to overpay for additional magnification that the buyer does not need.
<b>6</b>	<b>Monocular head</b>	rotatable	2L — fixed 2L PLUS, 50L, 50L PLUS — rotatable	Rotatable head makes using the microscope more comfortable. Fixed head adds to the microscope's reliability without affecting the basic microscope functions.
<b>7</b>	<b>Case (plastic)</b>	40L NG and 50L NG	50L and 50L PLUS	The advantages remain the same.
<b>8</b>	<b>Digital models</b>	in 2L NG (0.3Mpx) and 50L NG (2Mpx) series	in 2L (0.3Mpx) and 50L PLUS (2Mpx) series	The advantages remain the same.
<b>9</b>	<b>Body color</b>	6 colors: Amethyst, Lime, Azure, Orange, Rose, and Grey	5 colors: Moonstone, Amethyst, Lime, Azure, Orange	The new microscopes are brighter and have a more stylish hue. Pink microscope is no longer available.
<b>10</b>	<b>Box</b>	color gift box	color gift box with improved design	Modern design attracts more buyers.