

OPTIKAMPAD

THE OPTICIAN'S FRIEND

Opticians have always strived to provide the highest levels of professional and customer service to eyewear buyers. Even so, the devices they use to measure frame, lens, and patient parameters as well as those they utilize for demonstrations and patient education often hinder their effectiveness. A new software application, known as OptikamPad, not only enhances an optician's abilities, it extends them.

PORTABILITY OptikamPad software runs on an iPad, so every optician in the office can have one. Since it's completely portable, the OptikamPad can be used anywhere the optician interacts with patients, such as the frame board or at the dispensing table.

FOUR MODULES The software consists of four modules—lens demos, frame selection, augmented reality and measurements.

The lens demo module shows patients how thick their lenses will be; how their lenses will look with and without an anti-reflective (AR) treatment; and how bifocals, traditional progressives,



premium progressives, and personalized progressives function and compare. It also illustrates and compares photochromatic, polarized, sun, and fashion tinted lenses.

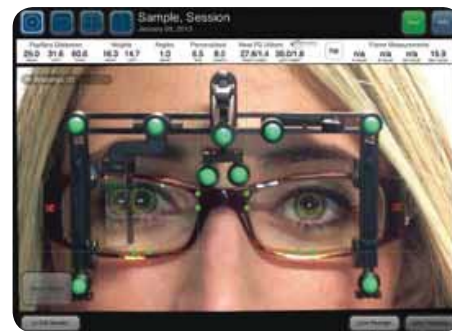
While patients look into a mirror to see how a frame they've chosen looks on them, chances are they do not see them clearly because their prescription isn't in the frame. With the frame selection module, the dispenser takes pictures of the patient wearing up to four frames for side-by-side comparison. They can even e-mail them to friends or relatives for an opinion.

The augmented reality module has two modes. It simulates real-life situations such as office and outdoor scenes, which showcase the lens style and treatment options the patient has chosen compared to a lens without them. The live video mode does the same thing, but instead of using photo comparisons, it utilizes the iPad's video camera to demonstrate the options the patient chose with a live view inside and/or outside the optician's office.

EY-STICK The measurement module uses the patented EY-stick which is mounted on the patient's selected frame. With it and the OptikamPad, opticians can take a wide variety of highly precise measurements based on the patient's frame and lens choice including A, B, ED, DBL, segment heights, monocular PDs, pantoscopic and wrap angles (face form), and vertex distance. These measurements will satisfy the needs of the simplest to the most personalized lenses.

Opticians will find that the OptikamPad expands their capabilities by giving them tools that enhance their presentation techniques and dispensing accuracy. Practices will find better consistency in the messages delivered and patients will love the high-tech image the OptikamPad projects.

This year, look for more articles about OptikamPad and how it will benefit you and your practice. In March, you'll learn how OptikamPad's patented EY-Stick will help you obtain super precise patient and fitting measurements, even for position-of-wear digital lenses.



ONE PICTURE

10 MEASUREMENTS

The OptikamPad Software is a new and effective way for opticians to enhance and expand their eyewear dispensing capabilities with functions like frame comparisons, product demonstrations, and patient education, all done with the convenience of an iPad. Using Optikam's patented EY-Stick, you can also take a multitude of precise frame and patient measurements with one photo.

MEASUREMENTS Based on a currently used and proven technology, the EY-Stick is an ingenious device that is easy to use; simply hook it onto the patient's pre-adjusted frame. Pre-adjusting is critical because all measurements will be taken from a single photograph. With the EY-Stick, you will be able to measure a frame's A, B, ED, and DBL values as well as the amount of wrap (face form tilt), pantoscopic tilt, and vertex distance. You'll also measure PDs, multifocal segment heights and progressive lens fitting heights. To ensure that lenses will fit, you can easily and accurately verify lens cut-out by progressive lens design too.

PRECISE MEASUREMENTS The era of digital



centration allows eyewear measurements to increase an optician's measuring exactness in a number of ways. These "as-worn" measurements take monocular PDs more accurately by taking into account how the frame sits on the customer's face. This is in contrast with the pupilometer, which captures PDs anatomically and does not take into account frame fit and nosepad adjustments.

Optikam's EY-Stick also improves seg height measurement precision through its unique way of capturing the patient's natural posture. By means of a swing assembly on the EY-Stick, the optician can very quickly capture the patient's natural head posture without being at the same eye level as the patient. This enables an optician of any height to properly and accurately measure

patients of varying heights. OptikamPad also makes taking personalized measurements practical in a retail setting. Some measurements like vertex distance are extremely challenging to measure. The EY-Stick's prism lets you do this easily regardless of the temple style of the eyewear. Quickly obtaining precise rear-vertex, frame wrap and pantoscopic tilt measurements allows patients to get the full potential out of the latest lens designs.

ONE-PHOTO BENEFITS The benefit of taking all these measurements with one photo is huge. Too often, either the patient or the optician moves during the measuring process. Whenever that happens, accurate alignment is broken. Taking all these measurements at once ensures consistent and correct alignment, which really improves accuracy. Using one image to capture all of the measurements ensures a speedy process, resulting in a customer experience that will impress.

LENS VERIFICATION Once the measurements are taken, the optician can select a progressive addition lens (PAL) design and the software prompts whether the lens provides sufficient reading area. If not, the optician can make another choice.

With the simplicity of one photo, opticians can capture a multitude of precise measurements with OptikamPad Software and say goodbye to your PD ruler!



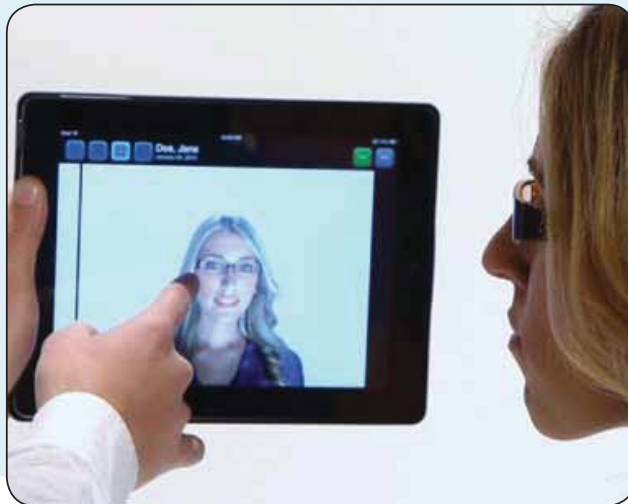
OPTIKAMPAD

THE COMPLETE TOOL

If you'd like to enhance and extend your opticianry dispensing skills, consider adding the OptikamPad Software to your dispensing tools. This easy-to-use software runs on an iPad and has all the features you'll need to provide consistent messaging to all your patients using a high-tech solution and platform patients will find impressive.

SIMPLICITY The OptikamPad software runs on an iPad, which makes it a cost-effective and practical dispensing solution. This means that you can use it at the dispensing table, at the frame board, or wherever you interact with patients. And every optician in the office can have one too! The software's convenient menu-driven modules are controlled by simply touching the screen so any optician will find it a breeze to operate.

CONSISTENCY OptikamPad Software helps you deliver clear and consistent messages to patients by using the software's modules (Measurements, Lens Demos, Frame Selection, and



Augmented Reality) as you progress through the dispensing process. Utilizing the program in this way allows you to follow the software's measuring capabilities, graphics, imaging capabilities, augmented reality and other features in a logical order. This ensures that each patient receives the same messages from you in a clear, informative, and engaging format. If all the opticians in the dispensary

use OptikamPad Software too, your entire office will be providing the highest level of professional and customer service.

HIGH-TECH Today's patients tend to be pretty technologically savvy due to years of working with computers, surfing the Internet, and using their smartphones and tablets. Because of this, they expect their eyecare and eyewear provider to be heavily involved in the technology of their field. That kind of patient expectation means that Sharpie markers, PD rulers, and traditional lens demonstrators will look a bit antiquated during the dispensing process. When dispensers bring out an iPad and use it throughout the eyewear measuring and recommendation process, it sends a clear message to the patient that your dispensary is on the cutting-edge of dispensing technology. It also creates an interactive environment because the discussion you have with the patient engages them in a way you cannot re-

produce using traditional "analog" dispensing tools. OptikamPad Software gives opticians a complete and seamless set of high-tech dispensing tools to use throughout the dispensing process. If you're selling technologically advanced lenses, lens materials, lens options, and frames, it only makes sense that your presentation technique should be as well.



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YOUR COMPLETE DISPENSING ASSISTANT

IDEAL TRAINING TOOL With OptikamPad Software, experienced dispensers will appreciate the ease and accuracy in obtaining a wide variety of measurements and new dispensers will appreciate the added confidence of knowing they are taking and recording accurate measurements.

The benefits of analyzing the measurement image once taken are tremendous. Pre-fit and posture errors are much easier to spot on a static photo as opposed to during the manual dotting process. Catching these errors up front reduces remakes, saves money and time, and ensures a good customer experience.

OptikamPad is also a great training tool. OptikamPad's measurement saved sessions can be reviewed by experienced opticians in order to train new dispensers. When a remake occurs, the measurement session can be retrieved and analyzed with the less experienced optician. With OptikamPad's cloud services, this review process can even occur off-site using an iPad with an Internet connection.

PRECISION The OptikamPad software will produce "as-worn" measurements. These "as-worn" measurements take monocular PDs more accurately by taking into account how the frame sits on the customer's face. This is in contrast with the pupillometer, which captures PDs anatomically and does not take into account frame fit and nose pad adjustments.

Optikam's EY-Stick also measures seg heights in a unique way. By means of a swing assembly on the EY-Stick, the optician can very quickly

capture the patient's natural head posture. This is done by asking the patient to gaze at a distance in their natural posture and locking the swing assembly on the EY-Stick. This captures the point within the lens through which the patient sees. This is known as capturing the line of sight.



The OptikamPad software will ensure that the line of sight previously captured by the EY-Stick will be re-created when the picture is taken. This enables an optician of any height to properly and accurately measure patients of varying heights. In fact, the patient can even be sitting while the optician is standing when taking the picture. This posture re-creation technique eliminates the subjectivity of placing the tablet at eye-level, which often erroneously dictates the customer's line of sight for them.

COMPLETE MEASUREMENTS OptikamPad is a real time saver when capturing all measurements required for personalized progressive lenses. When taken manually, these measurements require multiple tools to capture PDs, Heights, Pantoscopic Tilt, Frame Wrap, Rear-Vertex Dis-

tance and Frame Measurements (A, B, ED, DBL). Some of these manual tools are difficult to operate, do not provide enough accuracy, and are time-consuming. OptikamPad quickly and accurately takes all of these measurements with one single picture. The use of a single picture versus multiple exposures ensures consistent and correct alignment, which improves the measurement precision and customer experience.

LENS CUT-OUT VERIFICATION In addition to taking accurate measurements, OptikamPad Software also verifies lens cut-outs with a patient's chosen frame. Simply select the brand and style of lens you wish to dispense and the software will verify the placement of the lens in the frame and if it will appropriately accommodate the add zone and lens diameter adequately. No longer will you have to dig through a pile of lens cut-out charts at each dispensing table and line up little black Sharpie marks with the grid. Instead, you will look every bit the professional, using high-tech equipment to verify the accuracy of the patient's high-tech lens purchase.

The OptikamPad software includes other dispensing assistant modules that help in showing the benefit of various lens options as well as allowing patients to see how they look with their new eyewear prior to ordering them.

OptikamPad Software is a complete tool for all elements of the dispensary. Both experienced and novice dispensers will quickly discover what an invaluable tool it is.



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AN ENHANCED CUSTOMER EXPERIENCE

Benefits and value are what typically motivate patients to commit to a purchase. The more patients understand about what they are buying and how it will benefit their lives, the more satisfied and excited they will be about their purchases. That kind of excitement usually results in multiple pair sales, repeat business, and referrals. OptikamPad Software can help you achieve this kind of success by providing effective interactive tools for each aspect of the patient's eyewear selection experience.

TOUCH POINTS For each of the product touch points in the eyewear selection process, OptikamPad Software is there to assist you and your patients. The Lens Demo section of the software is one of the most helpful tools in the industry because it enhances a patient's understanding of his or her lens options. Nearly every patient is concerned with the cosmetic appeal of eyewear, particularly when it comes to lens thickness. Using the OptikamPad Software, opticians can display a side view of a lens and manipulate the prescription to illustrate to a patient how thick his or her lenses will be in three different lens



materials. Instead of sketching this kind of illustration or approximating lens thickness using a PD ruler, showing an actual lens and its thickness lets the patient visualize the benefits of high-index lens materials.

Many dispensaries use an anti-reflective (AR) lens sample to show patients the cosmetic benefits of an AR treatment on their lenses. OptikamPad Software goes beyond this by showing a night driving scene and letting the patient drag an AR-treated lens around the screen to

observe how it reduces glare in various lighting situations. If a picture is worth a thousand words, this simulation speaks volumes.

The polarized lens section illustrates an outdoor wilderness scene, a driving scenario, a golf course, and children crossing the street. Again, the simulations let the patient drag a lens around the screen to see how polarized lenses reduce blinding glare. If you're looking for a good way to improve sunwear sales, this feature can really help.

OptikamPad also provides augmented reality simulations that make use of the iPad's camera. Customers can be shown an augmented reality view of your office with AR, tint, polarized or various progressive lens design overlay simulations. This demo provides an excellent way to have the customer actually experience the lens benefits you are trying to convey to them.

OptikamPad's 4-quadrant frame selection feature will easily and quickly guide the customer towards a frame selection decision. Side-by-side comparisons speed up the process and often lead to second pair sales. Customers can email their eyewear pictures to get an instant second opinion. These emails typically tend to be forwarded later to friends and family, generating additional visibility to your business.

By using OptikamPad software to support the information you provide at each touch point in the eyewear selection process, you support the patient's buying decision. This typically leads to higher average sales, multiple pair sales, and increased revenue.

In the next issue, you will learn how OptikamPad software can store patient information in the Cloud that can be utilized by all the opticians in the dispensary.



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THE POWER OF THE CLOUD

Security and accessibility are two main benefits of OptikamPad's Cloud service. Optikam offers two optional Cloud services with its OptikamPad iPad measurement solution: Cloud Sync and Cloud +.

Cloud Sync: Unified Customer List on any iPad

The cloud feature allows a single customer database to be used throughout your practice. This means that when using multiple iPads, the store associate has access to a unified list of patient sessions. This makes retrieving a previous session from any iPad, whether in the practice or offsite, an easy and secure process.

Cloud Sync: Edit Measurement Sessions from any iPad

Measurement sessions can also be edited on any iPad in the practice. This allows the measurement picture to be quickly taken with the patient and final adjustments and report generation to take place later on either the same iPad or any other iPad device. Remote measurement picture retrieval also enables easy troubleshooting of measurement errors.



Cloud Sync: Data Safely Backed Up Off-site

Your customer profiles will be saved securely on the Cloud and are accessible throughout your office. Even if you decide to change iPads, your data will always be stored securely and will be easily accessible. This is because the profiles are saved on the Cloud server, independent of the hardware that was used to

capture the measurements. This prevents any data from being lost when an iPad needs to be reset or serviced by Apple.

Cloud+ The Cloud+ service offers all of the features included in Cloud Sync, along with the added benefit of enabling OptikamPad's selling features on all of the iPads in your practice. This allows the powerful Augmented Reality, Lens Demos, and Frame Selection modules to be accessed on all of your iPads with a single Cloud+ license. This enables your entire staff to offer the same sales experience to each one of your customers.

In addition to the Cloud services, Optikam now offers the possibility of generating a usage report that includes powerful and detailed telemetry on how the software is being used. You will be able to track usage per module, compare that information to your monthly sales, and evaluate how the OptikamPad is benefitting your dispensary.

Compare usage with sales to extrapolate best practices from the use of the OptikamPad. The detailed reporting allows you to monitor your staff's performance and proficiency in the software, making for a great training tool.

Make the OptikamPad part of your dispensing process and revolutionize your dispensary.

