

Increasing Dispensary Sales



Smart ™
LOOK

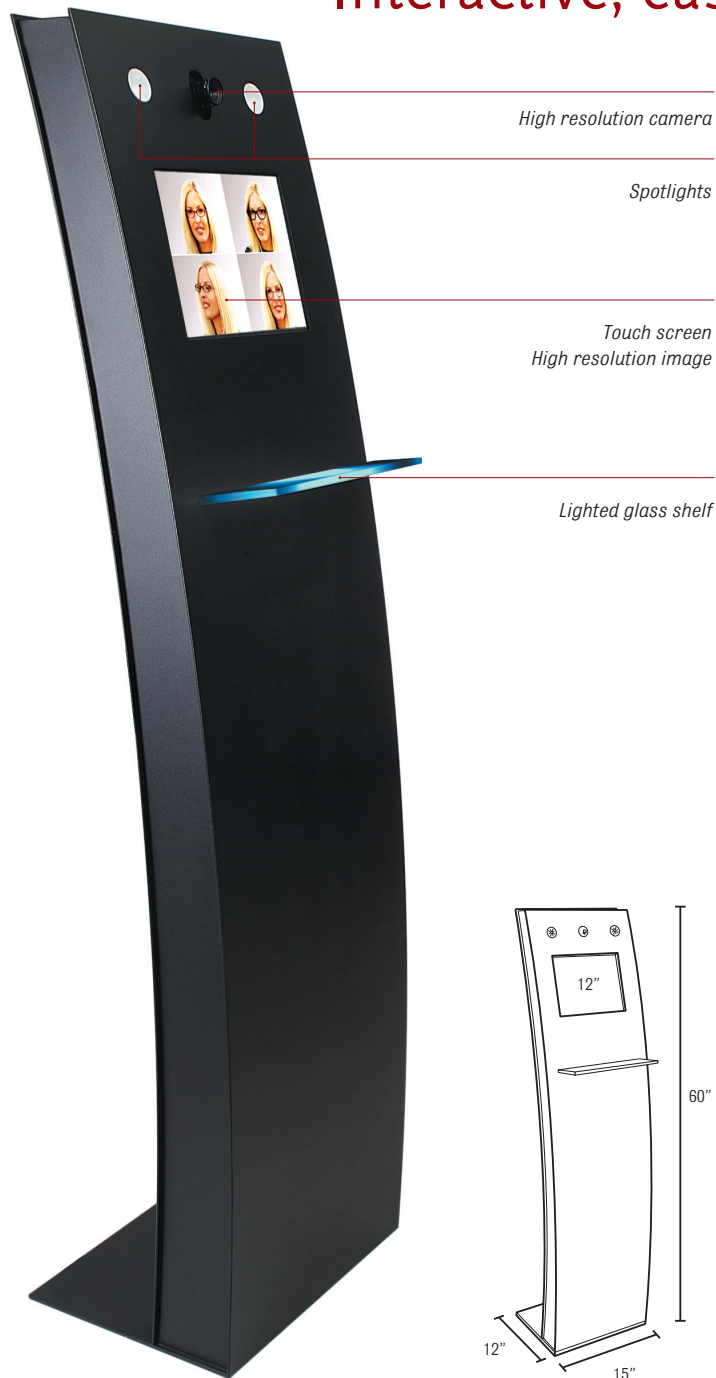
A concept that will
educate your patients
and revolutionize
your business





Interactive, easy-to-use... effective!

Smart LOOK™



Frame selection



One-third of eye glass wearers cannot view themselves without their eyewear. The SMART LOOK enables patients to view themselves in up to four frame styles at a time on a display screen. Each image may be enlarged to a full screen view and the frame selection may be changed at any time to view additional styles.

Anti-reflective treatment simulation



With the SMART LOOK it is quick and easy to sell anti-reflective lens treatment. It simulates the patients wearing their frame style and lens selection with and without anti-reflective treatment. The unit demonstrates visual and cosmetic benefits of anti-reflective treatment, and easily shows how this lens treatment is of value to the patient's lifestyle.

Prescription lens selection & comparison



Use the SMART LOOK to educate your patients on the various lens materials and styles available. Enter a patient's prescription and the system provides accurate lens thickness and weight comparisons. Patients can see the lens benefits and features and make educated purchase decision. You will undoubtedly increase sales of premium lens products.

Photochromic & polarized lens simulation



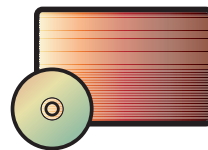
The SMART LOOK simulates both activated photochromic and non-activated and polarized lenses, including the visual benefits they provide the wearer. In additional solid and gradient tints can be simulated.

Colored contacts lenses



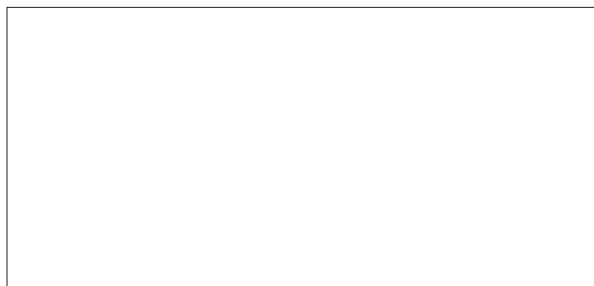
The SMART LOOK allows consumers to view themselves in colored contact lenses without having to physically try them on which saves your staff valuable time. Up to 6 images can be viewed at a time; each with the possibility of a full screen enlargement.

Customized screensaver



When the SMART LOOK screen is not in use it can be used to display product information, advertisements or to play DVDs, CDs or CD-ROM programs.

Customize your SMART LOOK choosing the color that will match your work space.



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