



TOP 3 REASONS TO CHOOSE EYEMAGINATIONS

1 CONTENT

At **Eyemaginations**, we pride ourselves on providing the most effective, up-to-date education and marketing to patients on the most relevant topics. Our extensive library of content includes over 300 total animations. Wow your patients with point-of-view scenes, condition progression, split-screen views, and state-of-the-art, on-screen drawing capabilities. We also offer **100% control over the content** so you choose exactly what to play, including your own slides, videos, and commercials.

2 THE BEST QUALITY FOR LESS

Our industry-leading animations are second to none when it comes to quality and price. For one low monthly fee, you have full access to our full library of content including our extensive optical and cosmetic packages. And with your **LUMA** license, you also get 8 **LUMA Eyecare iPad Apps**, 2-3 software updates per year, and full access to our training and support teams. No other patient education company can offer you all that for one low price!

3 INNOVATION

LUMA is the most innovative form of patient education you can buy. Use our full library of content to create educational loops in your waiting room to focus patients on your most profitable products and procedures featuring **vignettes** designed to provide specific messaging and call-to-action language for patient marketing. Use **LUMA's draw-over-video technology** and **split-screen views** to show condition development and point-of-view perspectives simultaneously to patients in the exam room via iPad or PC. And did you know that you can install **LUMA** on any existing PC, plasma, or iPad in your office? There is no special equipment required.





Frequently Asked Questions

Q: How much does your software cost?

A: We offer **LUMA** for \$175 per month and **Online** for \$75 per month. You can also purchase **LUMA** yearly for \$2,100 and **Online** for \$900. We also offer special network discounts so be sure to ask about what discounts you might qualify for. Our **iPad Apps** are free with your **LUMA** license!

Q: What do I get for that price?

A: We offer over 300 total animations with **LUMA**—many of HD quality—for your plasma and PC with 10 additional licenses. Our **Online** product includes a library of 138 animations. As the industry leader in patient education software for the last 12 years, we offer the best quality for the best value!

Q: Do I need to pay for software updates?

A: Not at all, **Eyemaginations** offers 2-3 software updates per year that you will be automatically prompted to install within **LUMA** provided that your license is current and up-to-date. We will also notify you directly whenever there is a new update available.

Q: Do you offer software training?

A: Yes, **Eyemaginations** is unique as we give you a dedicated training representative who will contact you immediately upon purchase to schedule personalized training for your entire staff via webinar, when it's most convenient for you. Need additional training? No problem! Your training representative will be available to you as long as you need

to get your staff trained effectively. We also offer a **Customer Care Center** on our website where you can find training materials, recorded webinars, product resources and more!

Q: How long does installation take?

A: You can start using **LUMA** immediately on any existing PC or plasma in your practice. We will give you a disk that you can easily insert and follow the prompts to install, or we can send to you a dedicated link for immediate download. Whereas our competitors have special screen requirements that can take up to 6 weeks to arrive, you can start using **LUMA** in your practice immediately!

Q: What if I have questions during installation?

A: Our Technical Support Team is always available to you for integration and software support. They can be reached directly during regular business hours at **877.321.5481, option 2**, or via email at **support@eyemaginations.com**.

Q: How do I get LUMA on my website?

A: **Eyemaginations Online** is a separate product that extends the in-office **LUMA** experience into your patients' homes by deploying our patient education narratives on your website in an easy and inexpensive manner. We will provide setup instructions so that you can embed the video library onto your webpage in just a few clicks. And unlike competing website products, we give you the ability to customize the player to match your website's branding.

Still not convinced? Then just ask one of these LUMA users!



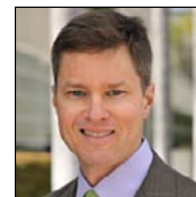
Dr. Daniel S. Durrie
Durrie Vision



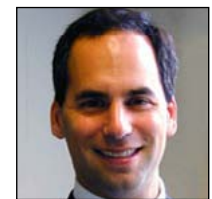
Dr. Y. Ralph Chu
Chu Vision Institute



Dr. David F. Chang
Altos Eye Physicians



Dr. James C. Loden
Loden Vision



Dr. William B. Trattler
Center for Excellence
in Eye Care

GET STARTED TODAY! Contact us now at **877.321.5481** or via email at **info@eyemaginations.com** to schedule a live demonstration.

