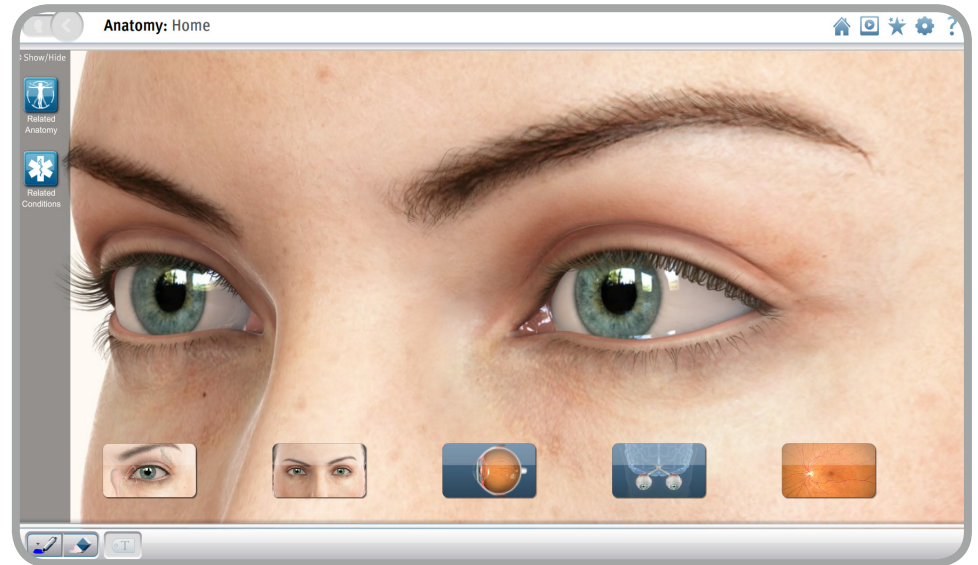




SET YOURSELF APART.



Market Your Practice

LUMA is designed with patient satisfaction in mind. Offering patients a more impressive, comfortable experience differentiates you from the competition, which means more word-of-mouth referrals and a stronger perception of your practice.

Introducing Eyemaginations LUMA

LUMA for eyecare is the most innovative form of patient education and marketing software available. Driven by 3D-animated visuals and an intuitive interface, LUMA lets you present complex information to patients in an engaging, easy-to-understand manner. Use the software to differentiate your practice and drive profits.

Educate Patients

LUMA helps patients visualize your explanation and better understand their treatment options. Save time while still ensuring your recommendation comes across clearly, concisely, and persuasively.

Integrate Anywhere

LUMA works where and when you need it. From the waiting room to the exam room, create continuous educational loops that integrate seamlessly into your practice's existing workflow using a PC, plasma TV, even an iPad.

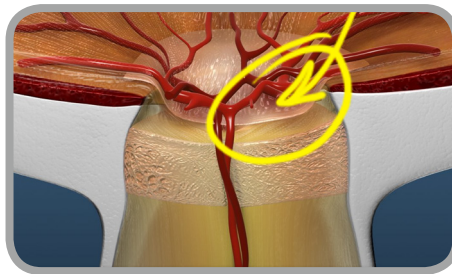
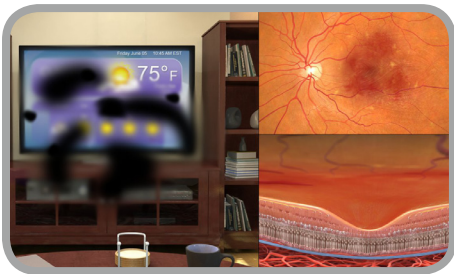
Amplify Revenue

Better educated patients make better decisions - helping you convert more prospective patients into booked cases and ensure existing patients keep coming back to your practice for follow-up visits.

Additional Benefits for Your Practice

- **RECEPTION AREA:** While your patients wait, focus otherwise idle patients on your most profitable products and procedures featuring **vignettes** and **transition videos** designed to provide specific messaging and call-to-action language for patient marketing.
- **EXAM ROOM:** During the exam, use the **draw-over-video technology** and the **zoom feature** to easily show patients how they will be affected if their condition progresses in seconds. Use the **split-screen views** to show **condition development** and **point-of-view perspectives** simultaneously for selected conditions.
- **OPTICAL DISPENSARY:** Opticians can quickly demonstrate the benefits of premium products and lens additions, **increasing your capture rate** and **practice revenue**.
- **FREE IPAD APPS:** Educate patients with a variety of **LUMA Eyecare Apps for iPad** including the **Vision Simulator** and **IOL Simulator** featuring on-screen drawing and the ability to view disease progressions and point-of-view scenes side-by-side.
- **SUBSCRIPTION MODEL:** Our subscription-based model means that you get access to updates as soon as we release them so there's no need to devote time or resources to keeping the system up-to-date.
- **ONE LOW PRICE:** Our simplified pricing allows you to purchase the full **Eyemaginations** library featuring hundreds of HD quality animations for **one low price!**

And with **LUMA**, the benefits don't end at purchase. We take pride in the idea that you're never alone— industry leading support and service come bundled with every piece of software we sell. **So get started today!**



Doctors Are Talking

"I think that LUMA is the best investment that I have made for my practice. The company is very responsive to my needs and they are constantly improving the software. The greatest benefit of LUMA is the ability to allow the patient to visualize the exact problem and help them understand their disease. It saves me chair time for the explanation while allowing me to reallocate that time to answer their now more educated concerns. It's the Eyemaginations innovation that will allow my practice to more easily adapt to the "best practice" models that we need to incorporate for the future."

Dr. Lawrence H. Bloom - Philadelphia, PA

READY TO SET YOURSELF APART? Give one of our account executives a call at **877.321.5481** or email us at **info@eyemaginations.com** to schedule a live demonstration. Be sure to ask about our special discount programs.

