

In Focus

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First Edition Newsletter

VisionStar's mission is to lead the optical industry to higher levels of productivity by providing innovative solutions and introducing new technologies, that enable our customers to be more competitive. We recognize our customers as long-term business partners and believe, that helping to build *their* customers satisfaction is the key to making VisionStar a success.



- Completed development of Vision Web interface and installed at Balester Optical
- Completed Alpha testing of Oracle 8.1.7 Upgrades
- Completed Alpha testing of Unix 11.0 Upgrades
- Upgraded the U.S. Navy to version 3.0
- Completed development of new sales and marketing literature
- Completed development of new website
- Began development of Eyefinity interface
- Began development of Marchon interface
- Development and implementation of on-line help for all Windows applications in LMS Version V04

Optical Trivia

In Alexandria, 300 B.C., Euclid noted in his *Optica*, that light travels in straight lines and described the law of reflection. He believed that vision involves rays going from the eyes to the object seen and he studied the relationship between the apparent sizes of objects and the angles that they subtend at the eye.

In this First Edition of our Newsletter we would like to bring you up-to-date on some exciting things we have done over the last several months. As most of you know we moved to a new office in December 2002. Our new address is:

VisionStar LLC
123 NE 3rd Ave
Suite 215
Portland OR 97232
Tel 503.731.9715
Fax 503.230.1165

Other major accomplishments include:

As a part of the U.S. Navy upgrade, Vision Star completed the conversion of the Laboratory Production Standards to Windows. Beginning August 1, 2003 we will start to convert the Inventory and Accounts Receivable applications to Microsoft Windows as well. Upon completion of this project Vision Star will release LMS Version 4.0; which will be a fully functional MS Windows application with the exception of Accounts Payable and General Ledger.

The President's Message

The Value of "Open"

Other than VisionStar LMS, the optical lab systems available today were originally developed solely to automate the tasks involved in producing a pair of eyeglasses. These older systems have evolved to include the functions they have today by incorporating new applications into a basic production system, thus placing serious limitations on the ability to innovate

In creating LMS Version 3.0, VisionStar took a completely different approach to developing an optical lab system. We started by designing a database to include all of the data elements in an optical business. We then used the database design to provide an application that would allow a lab owner or manager to utilize their own unique business model.

Just as we want you to be able to manage your business without the constraints imposed by an inflexible computer system, we don't want you to force single-minded solutions on your customers. VisionStar's commitment to being open is created by our belief that the Eyecare Professional (ECP) or retail chain should have the option of choosing a Practice Management or POS solution without losing the ability to

participate in the broader optical market. Officemate and Compulink users should not have to re-key their orders, VSP providers should not have to learn multiple order entry systems, and retail companies should be able to install the POS software of their choice.

VisionStar is striving to provide innovative tools to optical labs because in today's business world, car rental companies, hotels, and Internet businesses set your customer's service expectations, not just your competitors in the optical industry. When considering the performance of your business, remember Tom Peters' words, "If you're getting better, but your competition is getting better faster, then you're getting worse!"

By allowing you to unleash your creativity and by not asking you to place limits on the creativity of your customers or end users, we hope you will continue to "get better faster." We want to be your partners for the long term and we want your growth to fuel our success. We appreciate your help in pushing us for constant improvement in our products and in our level of service.

Thank you for your continued support of VisionStar.

Sincerely,

David Greer
CEO
VisionStar, LLC



Convention Plaza, Portland, Oregon - Home of VisionStar

VisionStar's Personnel

VisionStar maintains a staff of highly qualified personnel that possess skills in optical retail, optical manufacturing, and information systems processing to support our customers. Many of our personnel have been with us for several years and we would like to take this opportunity to introduce them to you.



<u>Name</u>	<u>Years of Service</u>
-------------	-------------------------

Anne Nguyen	4 ½ years
Barry Wills	5 years
Christine DuVal	3 ½ years
Daisy Cheng	New
Dave Dluhosh	7 years
Dave Greer	6 years
David Fitzwater	9 years
Dnyanesh Mijagiri	1 ½ years
Don Hartley	2 years
Gene Cooke	20 years
Ian Usherwood	2 years
Jason Maxfield	8 years
Jeff Pratt	11 years
John Gillam	8 ½ years
Keasha Behrman	New
Marc Pongon	5 ½ years
Michael Yonker	1 ½ years
Robert Buchanan-Linebaugh	6 years
Robin Cassidy	13 years
Shane Hammond	3 years
Steve Cook	4 years

New Employees / Promotions

Daisy Cheng joined VisionStar April 1st as one of our software developers.

Keasha Behrman, former Project Manager with Cole Vision, is our new Sales Representative

Shane Hammond, Customer Support Manager, has been promoted to Product Manager

Dave Dluhosh, Customer Service Rep, has been promoted to Customer Service Manager

Employee Of The Quarter

Jason Maxfield and **Michael Yonker** have been selected employees of the quarter for their contributions in developing on-line help documentation. Jason single-handedly documented each and every VisionStar LMS application into a format that Michael could easily integrate into the on-line Robo-Help application. Jason and Michael performed these tasks after hours so that it would not interfere with their day-to-day support responsibilities. This project was delivered on time and was very well-received by U.S. Navy personnel. GREAT JOB GUYS!!!!

Help Desk Hours

VisionStar Help Desk hours are as follows:

Regular Business Days

7:00 am – 5:00 pm PST, Mon-Fri

After Hours

5:01 pm – 6:59 am PST, Mon Fri

All Day Sat/Sun

VisionStar will be closed for the following Holidays:

Labor Day	September 1, 2003
Thanksgiving	November 27, 2003
	November 28, 2003
Christmas	December 24, 2003 (1/2 Day)
	December 25, 2003
	December 26, 2003
New Years Day	January 1, 2004

Customer Profile *Rite-Style Optical*

Rite-Style Optical has been in business since 1948. We are owned by the same Lee family that started the business 55 years ago. We service the midwest with 5 ophthalmic sales reps and 2 safety sales reps and we pride ourselves in having the most up-to-date facilities. We have a workforce that averages 18 years with the company processing 1,000 Rx orders a day.



control has allowed us to drastically reduce inventory while still being able to increase our fill rate. Lens verification has reduced lens pick breakage to zero.

In customer service the amount of information that our employees can quickly and easily reference to help our customers has been a great help in their daily tasks.

The financial systems, including Accounts Receivable, Accounts Payable and General Ledger, are fully integrated with the production system. These systems are easy to learn, and provide a detailed audit trail of transactions as well as a timely reporting capability.

In sales we are able to export any and all information about an rx to a Access database which in turn allows us to send weekly rx information to all our sales reps in the field, giving them very valuable information on the buying habits of their accounts to plan their sales calls.

Most importantly, all the people at VisionStar have been very easy to work with. They are responsive to every need or problem we may have, as well as addressing those issues in a timely manner.

They are the ophthalmic lab software for today and the future.

Sincerely,

Mike Sutton
VP Sales and Marketing
Rite-Style Optical

Upcoming Events

With the completion of the Prism 2 Upgrades and the U.S. Navy V03 upgrade, VisionStar will be attending more industry trade shows and functions. Please look for us at the following industry functions:

Vision Expo West	Las Vegas	Sept 17-20, 2003
• <i>Data Communications Standards Meeting</i>		Sept 17, 2003
• <i>Lens Processing Technology Meeting</i>		Sept 18, 2003
• <i>AR Council Meeting</i>		Sept 19, 2003
OSI Buying Group Meeting	Las Vegas	Sept 22, 2003
COLA	Palm Springs	Oct 30 – Nov 1, 2003
OLA	Orlando	Nov 20-22, 2003
Vision Expo East	New York	Mar 26-28, 2004

VisionStar is planning on having a User Group meeting, March 2004, in coordination with Vision Expo East. We would like to have the meeting on March 25, the Wednesday prior to the Vision Expo kickoff meeting. Check your calendars to see if this date is acceptable with your schedule. Please email Dave Dluhosh at dave.dluhosh@visionstarllc.com with your comments.

Current Releases

VisionStar is in the process of wrapping up patch 176C, which includes several enhancements and fixes for problems that have been reported by our customers. A copy of the release notes for patch 176C is included with this newsletter.

In addition to loading patch 176C, VisionStar must have all customer systems upgraded to Oracle 8.1.7 and Unix 11.0 by the end of the year. VisionStar is

currently developing LMS on these platforms. To ensure we do not experience any problems due to platform incompatibility, we want to move all VisionStar systems to these versions. This release needs to be installed over a weekend and will take several hours to complete.

Dave Dluhosh will be in touch with each customer to schedule a time for this upgrade.

Website News

VisionStar has contracted with an advertising firm to create a new website with these goals in mind:

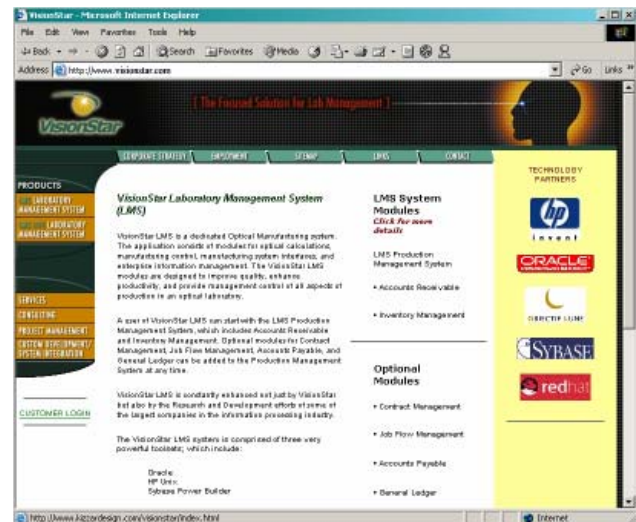
- Ease of use
- Data access for existing customers
- Sales and marketing information about VisionStar products and services

Initially, the site will provide sales and marketing information about products and services as well as some information about VisionStar.



Work continues on building the customer support portion of the site. The site will include such functions as:

- A section that includes reported problems and tentative resolution dates



- A change request form to submit enhancements to VisionStar LMS
- Customer Data Downloads:
 - Frame information
 - Lens information
 - Sag tables
 - Module updates
 - System patches
 - Unix/Oracle updates
 - Zip code table updates

Please watch Vision Monday for our official launch announcement. If you have any ideas or suggestions for our new website, please submit them to info@visionstarllc.com.

Strategic Alliance

Industry Partners

VisionStar is committed to providing an open system for use in the optical industry. To that end, VisionStar will work with all established vendors in the eyecare industry to ensure all users of the VisionStar LMS are able to choose products and services from those enterprises that they feel will best satisfy their business requirements.

VisionStar currently has established relationships with the following companies:



VisionStar offers a Delta Marchon Interface that allows orders coming from Delta Point of Sale terminals to be processed automatically. The work ticket will print with no operator intervention. The status of orders sent to the lab for processing will be available for viewing on the Delta Add-Power Point of Sale terminals.



VisionStar offers an e.lens compliant interface that allows prescription lens orders and their corresponding frame dimensions to be scanned and transmitted electronically to VisionStar LMS for processing. Order status is transmitted to e.lens to allow customers that placed orders using e.lens to view the current status of their order.



VisionStar offers an Eyefinity compliant interface that allows prescription lens orders to be placed on the Eyefinity website and automatically processed in VisionStar LMS. Order status is transmitted to Eyefinity allowing ECP's using Eyefinity to determine the status of all orders placed on the Eyefinity web site.



The SDS/LMS interface provides a single point of entry for all enterprise transactions that originate in either VisionStar LMS or in the SDS suite of Point of Sale products. All product information including lens data, frame data and services data is created and maintained in the VisionStar LMS Oracle database. This information is automatically passed to the Point of Sale system where it is used and displayed in an easy-to-read format. Frame traces transmitted from VisionStar LMS can be viewed in the SDS ordering system. Order status is passed back to the SDS Point of Sale system for display in the SDS current order screen.



VisionStar offers a Vision Web compliant interface that allows prescription lens orders placed on the Vision Web website to be and transmitted electronically to VisionStar LMS for processing. Order status is transmitted back to the Vision Web website to allow the ECP's that placed orders using VisionWeb to obtain the current status of their orders.

Optical Alliance Partners

