In Focus

Inside this issue:

Optical History

The Invention of Spectacles: The modern reinvention of spectacles occurred around 1280-1285 in Florence, Italy. It is quite clear that spectacles quickly took hold into common use in that city, and use of them spread outward to the rest of the known world in just a few years. Considering the large percentage of people with visual problems, it's not difficult to understand why there was such enthusiasm. Strangely, it's not certain who in Florence made the first spectacles. Some give credit to a nobleman named Amati who died in 1317. It has been said that he made the invention, but told only a few of his closest friends.

Wrapping up 2004

VisionStar would like to take this opportunity to say THANK YOU and HAPPY HOLIDAYS to our customers.

We have enjoyed the opportunity to work with each and every one of you this year. We do recognize that we would not be here if it were not for you and we strive to provide you with the features and functionality that enable each of you to remain successfully competitive in a constantly changing industry.

We feel you will be impressed with the new functionality that the 178G patch release provides you and your personnel. You will see that we have incorporated many of your requests for enhancements and improvements to the system.

Every day we are getting closer to having the production features fully converted to the windows based interface developed in Power Builder. When the application is fully completed, we would like to develop a steering group that will work with you to help define critical projects you feel would enhance the system to meet your business needs and the needs of the industry.

Thank you again for your dedicated support and we wish you all a Merry Christmas and Happy New Year.
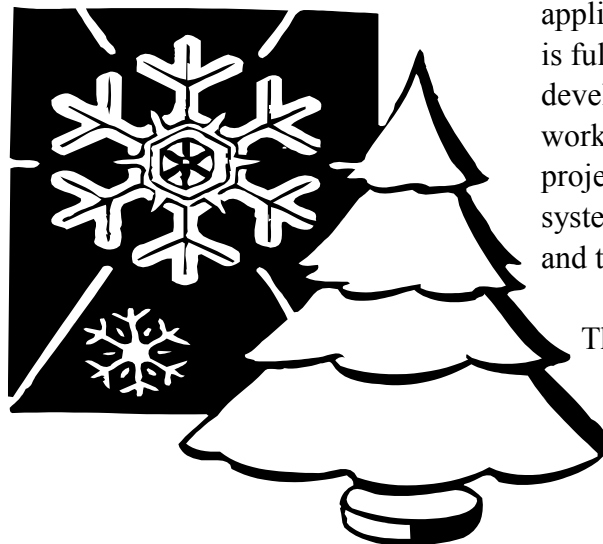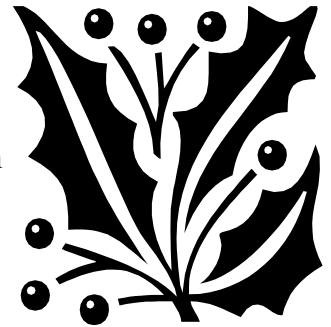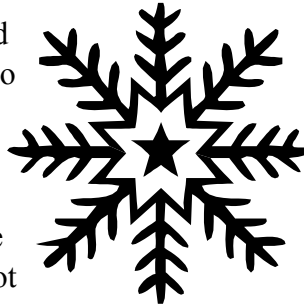
VisionStar @ OLA

VisionStar presented the latest version of the VisionStar LMS system at the OLA in Nashville on November 11-13, 2004. OLA conference attendees included David Greer, Robin Cassidy, Keasha Behrman, and Shane Hammond.

While we had arranged several demonstrations prior to the show opening, we were very pleased

at the number of demonstrations that were requested on the show

floor. As usual, we saw many old friends, met some new friends and had a great time.

We would like to extend a special thank you to Dale Parmenteri for his support of the VisionStar LMS system during the panel discussion "The Lab Software Revolution - NOW or WHEN?" on Saturday, November 13.

VCA Participation

Remote Order Entry Task Force

Robin Cassidy was elected Chairperson of the Remote Order Entry Task Force at the Vision Expo West meeting in Las Vegas. Since that meeting,

VisionWeb, the VCA and VisionStar have been working together on a presentation for a special meeting in Dallas on January 4, 2005. During that meeting, an

XML document will be presented as the basis for development of an industry standard for transmission of prescription orders.

As part of this meeting there will also be discussion regarding standardization of product descriptions for lens materials, lens styles, services, and frame information.

We have invited participants from each

of the software providers in the industry in the hope that broad participation will lead to acceptance of our development efforts. This group will reap significant benefits from an industry standard.

Data Communications Standards Task Force

VisionStar is currently working with LOH Optical on acquiring a piece of equipment with which VisionStar could develop and test TCPIP prototype interface that we can present at the next meeting during Vision Expo East.

VisionStar in the News

If many of you haven't noticed, VisionStar has been mentioned in various trade magazines as of late. Over the last several months we have been noted in

Optical Lab Products (see page 3 of the newsletter for the article as printed), Vision Care Products, Vision Monday, and Lab Talk. We are also

producing a new ad that will be published in the VCA Directory. Keep watching for more articles in upcoming publications.

VisionStar in the News - Optical Lab Products

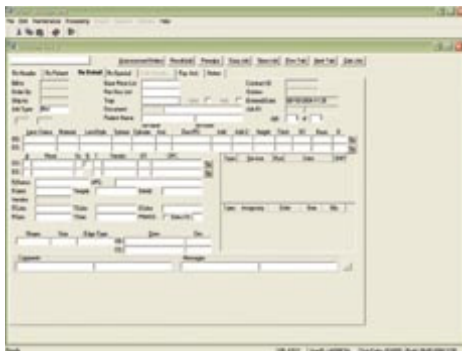## The eTech Phenomenon and the Optical Lab

The Internet has changed the way we communicate; for many labs, it has also changed the way they do business.

Midwest Meets High Tech

Vision Star helps labs receive orders electronically.

Midwestern values form the core of wholesale laboratory Rite Style Optical (RSO). The company has built its current business of about 1,000 jobs per day on consistent quality, reliable service, and a strong sense of integrity. The company's management also believes it takes current technology to meet the needs of their customers. How has RSO stepped up to the plate? The company currently provides on-line ordering and frame tracing capabilities for their primarily upper midwest customers.

To encourage customers to utilize the technology, RSO offers a free frame scanner to interested customers and provides intensive, hands-on training to increase the probability of success.

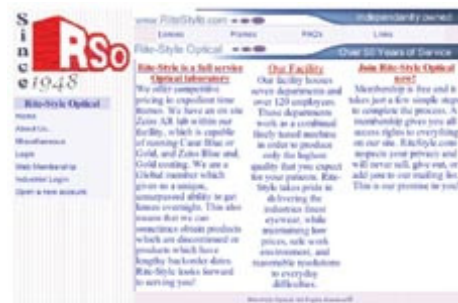RSO relies on VisionStar software to receive about 20% to 25% of orders electronically. With this software, orders are sent seamlessly into the software with no physical intervention or editing. Thanks to this technology, RSO has seen reduced entry errors and faster turn-around times. In addition, RSO belongs to Global Optics, a wholesale buying group, which allows them to access e-lens, an on-line order entry system that electronically transmits the Rx to RSO. The system also provides useful information regarding the Rx, such as the true near reading area for PALs when mounted in a frame, and center or edge thickness.

Additionally, the data is stored for easy retrieval. Approximately 10% of RSO's work includes electronically transmitted frame tracings. The company has been working with frame tracings for more than four years, which is probably why tracing accuracy reaches at or above 98%, with some offices at virtually 100% accuracy. ECPs utilizing electronically transmitted frame tracings enjoy faster turnaround, but it also dramatically reduces the stack of frame-to-come trays in the lab and eliminates overnight shipping charges for the frames—and that translates to a huge cost savings. To encourage customers to utilize the technology, RSO offers a free frame scanner to interested customers and provides intensive, hands-on training to increase the probability of success. RSO also has incorporated a component into the Web site, ritestyle. com, so customers can check on the progress

Rite-Style relies on Vision Star software to receive electronic orders and remote frame tracings.

of the jobs. The biggest challenge, according to RSO, is to get the whole [ECP] office behind the concept. In other words, if the doctor is excited but the dispenser isn't, it won't work.

VisionStar LMS 178G Release

VisionStar is in the process of rolling out VisionStar's Version 4 (V04) software. We have implemented this release at the following customers.

Rochester
Rite-Style
Kaiser Colorado
Henry Ford
Dixon Correctional
ICARE Industries

Dave Dluehosh will be in touch to schedule the release of this software to your location soon. For more information about what is contained in this release please visit our website (http://www.visionstarllc.com/docs/V04Release.doc) for a copy of the release notes.

Upcomming Events

Please look for us at the following industry functions in 2005.

VCA Remote Order Entry Meeting	Dallas, TX	January 4
VCA Winter Meeting	Scottsdale, AZ	January 27-29
Optical Synergies Meeting	San Juan, Puerto Rico	February 10-13
Vision Expo East	New York	March 11-13
MOLA	Blue Springs, MO	May 5-7
Vision Expo West	Las Vegas, NV	September 15-17

VisionStar In-Store Implementation

VisionStar recently implemented the VisionStar LMS system at Henry Ford's Southgate retail location to run the in-store laboratory. All locations will be set up to run from the server located in the central laboratory.

Each location has its own stocking location for inventory purposes and will be able to generate replenishment orders to vendors and the central laboratory.

Orders are entered by the retail optician and either forwarded to the in-store lab or the central laboratory. Once the in-store laboratory receives the order, personnel will then process the

order through inventory verification, production processing, and shipping.

Henry Ford management will be able to generate production and inventory valuation reports for each location on a daily, weekly, and monthly basis.

We are scheduled to implement three more locations early next year.

VisionStar - New Features & Functionality

VisionStar has recently completed development of several new features and functionality that have not been noted in previous newsletters. The features include:

AR Cell Module
A new module has been developed that will allow an AR Laboratory to enter and track orders through the AR coating process. For example, the order might be in the wash basket or the AR sector.

Return from Outsource
New functionality has been developed that will allow the user to enter the costs on orders that are returned from outsource. If our customer has the accounts payable module activated, the system will generate a purchase order, receiver, and voucher for these orders in addition to all the corresponding general ledger entries.

Reprint of Customer Invoices
New functionality has been developed that will allow the user to reprint invoices by customer. Users see a new form that allows them to enter a customer number and date range. The user will then press retrieve to get a list of all the invoices for the specified customer and date range. They can highlight one or many invoices and reprint them to a designated printer.

User Designated Printers
Customers can now designate printers at the user level for stock, credits, and manual invoices.

Outsource Generates EDI
Customers will be able to generate an EDI order that can be electronically transmitted via VisionWeb to any laboratory that also supports the VisionWeb interface.

In addition to the development of these features, we have been working on several clean up issues related to the release of V04. We are constantly updating the release notes when things are resolved. You can visit our website at www.visionstarllc.com to review the most current release notes. We will be putting together a post release document for those customers that have already loaded V04 to inform them of new features they have received since the initial load.

Optical Humor

"Well-l-l, no wonder you're having problems with Your vision, you've got a twinkle in your eye."
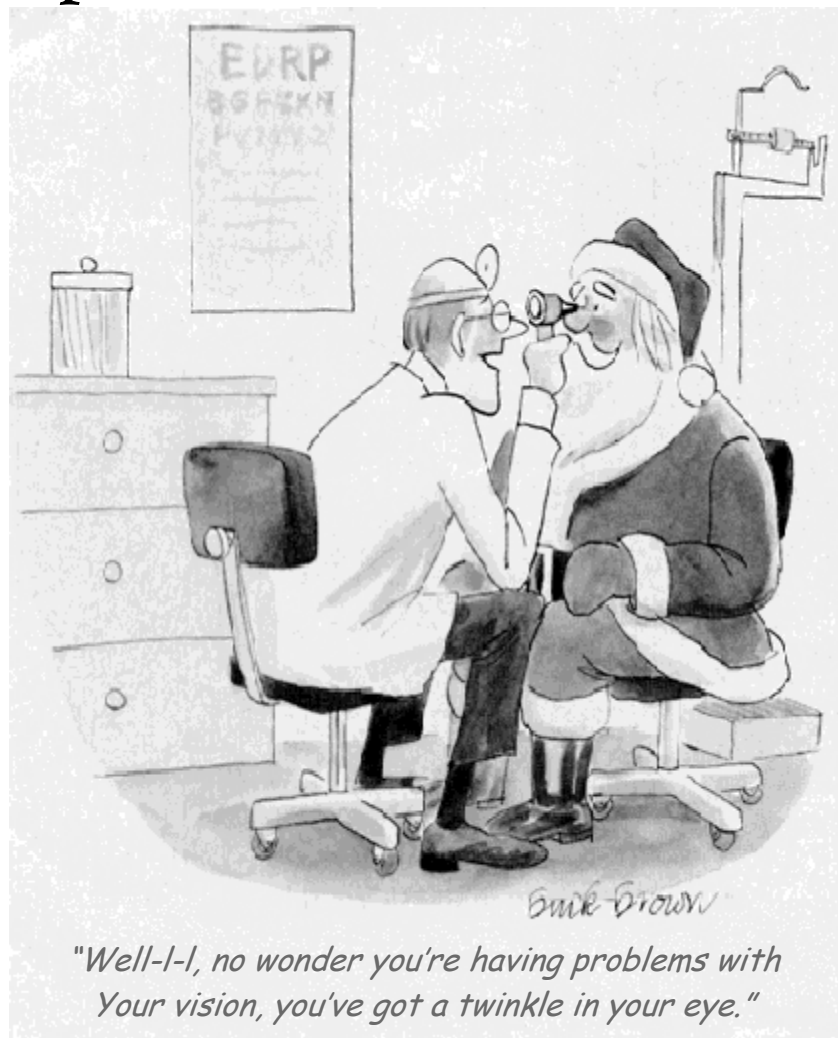
New VisionStar Customer

VisionStar Welcomes Ferreira Optical

History

In 1973, after receiving his diploma at Ryerson College in Toronto as an Optician and Contact Lens Practitioner, Mervyn Ferreira returned to Trinidad with a vision to own and successfully operate an Optical Shop in Trinidad and Tobago.

He began with a small optical dispensary and laboratory on Oxford Street in Port of Spain. At that time there were only four employees. The business grew rapidly, and within a year he invited three investors to participate in business operations. Soon it was necessary to relocate and Ferreira Optical moved into more spacious premises at 94 Frederick Street. Mervyn Ferreira, with his innovative style of business management, developed two other areas, a hearing department offering audiograms and other related services, as well as an instrument division supplying high-precision scientific optical instruments.

In 1978 the company brought optometrists on staff and began offering full optometric services, and was therefore no longer solely dependent on prescriptions from independent ophthalmologists.

Once again, the company began to outgrow its facilities and it was necessary to open more branches.

In 1988 Mervyn Ferreira purchased all stock from the other shareholders and reacquired 100% ownership of the company.

Ferreira Optical has revolutionized the local industry by introducing continuous promotions and mass media advertising of eyewear. This high frequency of advertising has resulted in changing the perception of "glasses" from a necessity to a fashion accessory.

Ferreira Optical currently has 5 retail locations in Trinidad and Tobago and an optical laboratory in Trinidad.

VisionStar is very excited to have Ferreira Optical join our customer base and we look forward to working with them to implement the VisionStar LMS system into their laboratory.

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

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