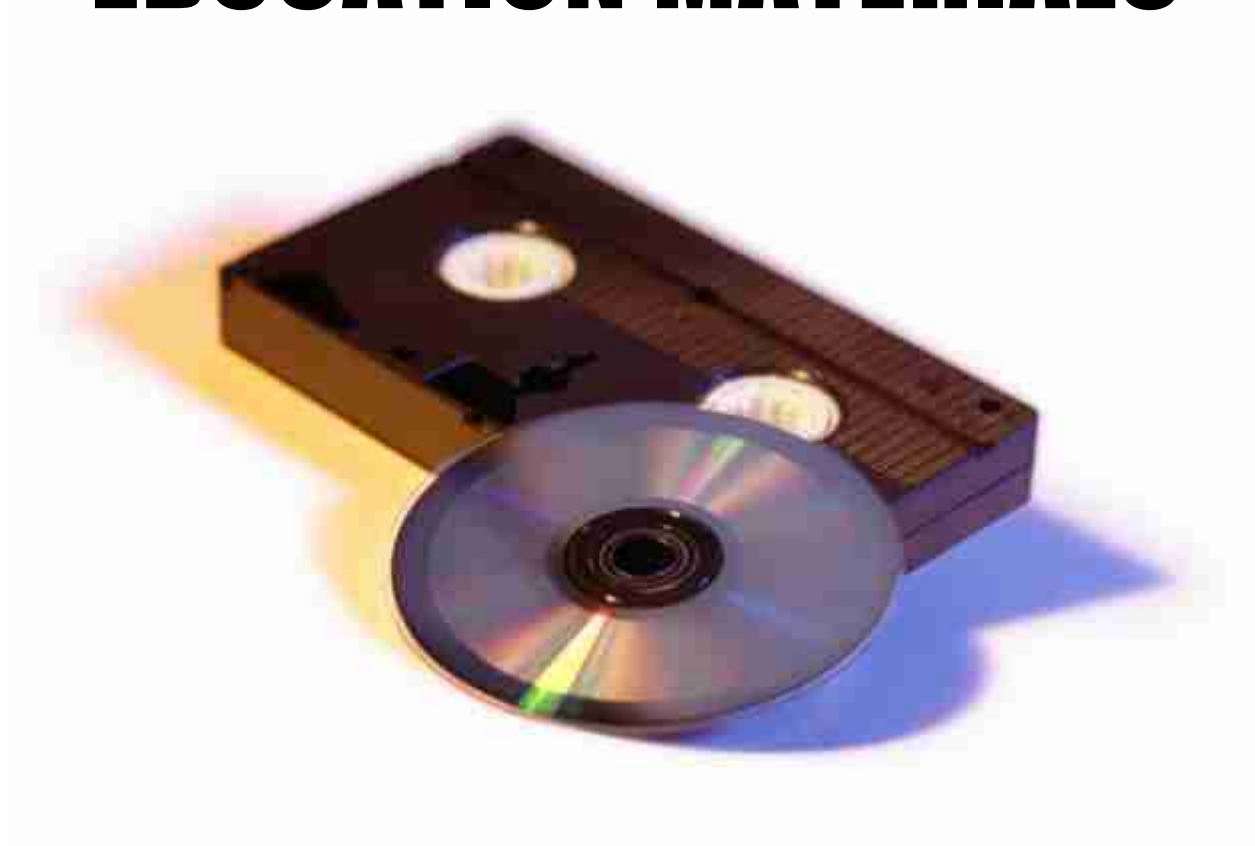


Eyecare Professional **EDUCATION MATERIALS**



PECH OPTICAL CORP.

2717 Murray Street
Sioux City, IA 51111

Phone (800) 831-2352
Judy - Extension 505

judy@pech.com
www.pechoptical.com

Video List for Education

“Consumer” designates a video edited for general public information.

“ECP” designates a video designed for Eyecare Professional Education.

Call Judy @ Ext. 505

Maximum loan period for videos is 2 weeks

To check out a video from Pech library, order by this number

| | | |
|--|----|--------------------------|
| ECP —“Basics & Beyond 2.0” CD (Transitions) 13:00 min. | 1 | <input type="checkbox"/> |
| CONSUMER —“Xperio Movie Loop” DVD (Essilor) 2:30 min. | 2 | <input type="checkbox"/> |
| ECP —“Xperio Conversion Conversation” DVD (Essilor) 8:00 min. | 3 | <input type="checkbox"/> |
| ECP —“Xperio Sales Presentation & Materials” CD (Essilor) | 4 | <input type="checkbox"/> |
| ECP —“Frame Fitting for Comfort” DVD (VIGOR) VT-1506 57:00 min. | 9 | <input type="checkbox"/> |
| ECP —“Simple & Basic Frame Repair” DVD (VIGOR) VT-1505 32:00 min. | 10 | <input type="checkbox"/> |
| ECP —“Methods & Means of Zyl Frame Adjustment” DVD (VIGOR) VT-1507 20:00 min. | 11 | <input type="checkbox"/> |
| ECP —“Methods & Means of Metal Frame Adjustment” DVD (VIGOR) VT-1508 20:00 min. | 12 | <input type="checkbox"/> |
| ECP —“Soldering Made Easy Propane or Butane” DVD (VIGOR) 20:00 min. | 13 | <input type="checkbox"/> |
| ECP —“Soldering with Electricity” DVD (VIGOR) 20:00 min. | 14 | <input type="checkbox"/> |
| Consumer —“See the Difference with Polarized Lenses” Video (KBco) 4:00 min. | 15 | <input type="checkbox"/> |
| ECP —“Flex Pads & Torsion Bridges” Video (NOUVEAU EYEWEAR) 4:48 min. | 16 | <input type="checkbox"/> |
| Consumer —“Progressive & Spectralite” Video (SOLA) | 18 | <input type="checkbox"/> |
| Consumer —“Progressive, Spectralite, & Polycarbonate” Video (SOLA) | 19 | <input type="checkbox"/> |
| Consumer —“Natural Progressives” Video (SOLA) | 21 | <input type="checkbox"/> |
| ECP —“Aspheric & Hi-Index Made Simple” Video (SOLA) 10:00 min. | 25 | <input type="checkbox"/> |
| Consumer —“Protective Eyewear—A Vision of Safety” Video (TITMUS) 9:00 min. 6 x loop | 28 | <input type="checkbox"/> |
| ECP —“Options for Presbyopes” (ESSILOR) 7:00 min. | 29 | <input type="checkbox"/> |
| ECP —“Rodenstock Multigressive 2 Evaluation” (RODENSTOCK) 16:37 min. | 32 | <input type="checkbox"/> |
| ECP —“Main Floor Spectralite” (SOLA) 5:00 min. | 33 | <input type="checkbox"/> |
| ECP —“Progressive in Polycarbonate” Video (VISION EASE) 13:00 min. | 35 | <input type="checkbox"/> |
| ECP —“How to Insert Lenses & About Frames” Video (HILCO) 9:00 MIN. | 37 | <input type="checkbox"/> |
| Consumer —“Optima HyperIndex 1.66 Aspheric” Video (OPTIMA) 6:45 min. | 39 | <input type="checkbox"/> |
| Consumer —“Varilux Comfort Testimonial” Video (ESSILOR) | 43 | <input type="checkbox"/> |
| ECP —“Progressive Life Lenses” Video (RODENSTOCK) 3:30. min. loop | 46 | <input type="checkbox"/> |
| ECP —“Make Vision Protection Second Nature” Video (TITMUS) 7:41 min. | 47 | <input type="checkbox"/> |
| ECP —“Protect Your Patient and Your Practice” Video (TITMUS) 6:56 min. | 48 | <input type="checkbox"/> |
| Consumer —“Your Eyes are at Risk” Video (TITMUS) | 49 | <input type="checkbox"/> |
| Consumer —“See It Their Way” Video (CORNING) | 50 | <input type="checkbox"/> |
| ECP —“Photochromatic Lenses: Eyeglass to Sunglass Convenience” Video (CORNING) | 51 | <input type="checkbox"/> |
| ECP —“Dispensing Anti-Reflective Coatings” Video with test (OLA) | 53 | <input type="checkbox"/> |
| ECP —“Fitting Progressive Addition Lenses” #101 with test (OLA) 15:00 min. | 54 | <input type="checkbox"/> |
| Commercial —Presbyopia & Varilux Comfort Lenses (ESSILOR) 60 sec. | 60 | <input type="checkbox"/> |
| ECP —“Polycarbonate Lens Council Information” Video (PLC) 7 min. | 64 | <input type="checkbox"/> |
| Consumer —“Something for Everyone” Video (AR Council) 2 min. | 66 | <input type="checkbox"/> |
| ECP —“Making Sense of Managed Care” Video (OLA) 4 min, 23 sec. | 67 | <input type="checkbox"/> |
| Consumer —Kodak Lens TV Commercial (SIGNET ARMORLITE) 60 sec. | 69 | <input type="checkbox"/> |

Video List for Education

| | | |
|---|-----|--------------------------|
| ECP —"Be Prepared to Sell" (TOASTMASTERS) 23:30 min. | 70 | <input type="checkbox"/> |
| ECP —"Be Prepared to Lead" (TOASTMASTERS) 24 min. | 71 | <input type="checkbox"/> |
| ECP —"Be Prepared for Meetings" (TOASTMASTERS) 24 min. | 72 | <input type="checkbox"/> |
| ECP —"Be Prepared to Speak" (TOASTMASTERS) 27 min. | 73 | <input type="checkbox"/> |
| ECP —"Emotional Control" Video from "How to Manage Conflict, Anger, and Emotion" Series (FRED PRYOR) | 100 | <input type="checkbox"/> |
| ECP —"Handling Conflict" Video from "How to Manage Conflict, Anger, and Emotion" Series (FRED PRYOR) | 101 | <input type="checkbox"/> |
| ECP —"Developing Successful Relationships" Video from "How to Manage Conflict, Anger, and Emotion" Series (FRED PRYOR) | 102 | <input type="checkbox"/> |
| ECP —"The Psychology of Self-Esteem, Volume 1" Video (CAREER TRACK) | 103 | <input type="checkbox"/> |
| ECP —"The Psychology of Self-Esteem, Volume 2" Video (CAREER TRACK) | 104 | <input type="checkbox"/> |
| ECP —"The Psychology of Self-Esteem, Volume 3" Video (CAREER TRACK) | 105 | <input type="checkbox"/> |
| ECP —"The Essence of Customer Service" Video from the "Exceptional Customer Service" Series (FRED PRYOR) | 106 | <input type="checkbox"/> |
| ECP —"Building Customer Goodwill and Trust" Video from the "Exceptional Customer Service" Series (FRED PRYOR) | 107 | <input type="checkbox"/> |
| ECP —"Turning Around Angry Customers" Video from the "Exceptional Customer Service" Series (FRED PRYOR) | 108 | <input type="checkbox"/> |
| ECP —"How to Insert Lenses and Frame Adjusting" Video from the "Eyewear Fitting and Repair" Series (HILCO) | 109 | <input type="checkbox"/> |
| ECP —"Optical Hand Tools and Basic Frame Adjustment" Video from the "Eyewear Fitting and Repair" Series (HILCO) | 110 | <input type="checkbox"/> |
| CECP —"Screw Removal and Replacement" Video from the "Eyewear Fitting and Fitting and Repair" Series (HILCO) | 111 | <input type="checkbox"/> |
| ECP —"Soldering Equipment and Techniques" Video from the "Eyewear Fitting and Fitting and Repair" Series (HILCO) | 112 | <input type="checkbox"/> |
| ECP —"The Secrets of Selling Up" How to go from average Dispenser to Superstar Retailer. (ABO Accredited) | 113 | <input type="checkbox"/> |
| Consumer —"What's Hot"—Nupolar Sunwear (YOUNGER OPTICS) 10 continuous loop—5 min. | 114 | <input type="checkbox"/> |
| ECP —"Giving your Patients the Best—Recommending from the Chair" 20 min. (VICA) | 115 | <input type="checkbox"/> |
| ECP —"Giving your Patients the Best—Communicating in the Dispensary" 30:15 min. (VICA) | 116 | <input type="checkbox"/> |
| Consumer —"PRIO [®] Computer Eyewear"—(PRIO) 30 min loop | 119 | <input type="checkbox"/> |
| ECP —"Tracking the Smart Move" (TRANSITIONS) Video approx 120 min. | 122 | <input type="checkbox"/> |
| ECP —"Dispensing Polycarbonate Lenses" Video (OLA & Poly Council) 22 min. | 123 | <input type="checkbox"/> |
| Consumer —"Vision for Today" Video (ESSILOR) 17 min.—5 loop | 124 | <input type="checkbox"/> |
| ECP —"Staff Training: The Key to Successful Computer Vision Care" Video (PRIO) 34 min. | 127 | <input type="checkbox"/> |
| Consumer —"Transitions Information" Video (TRANSITIONS) | 128 | <input type="checkbox"/> |
| ECP —"AR Today" Video (AR COUNCIL) 8 min. | 129 | <input type="checkbox"/> |
| ECP —"Drivewear Lenses" DVD (YOUNGER OPTICS) 3 min. | 130 | <input type="checkbox"/> |
| Consumer —"Drivewear Lenses" DVD (YOUNGER) 60 sec. continuous loop | 131 | <input type="checkbox"/> |

Eyecare Professional Education Video Descriptions

1— “Basics & Beyond 2.0” CD (TRANSITIONS) 13:00 min.

Provides an introduction to the fundamental knowledge required to work in an optical environment. This consistent training tool includes voice-over narration, video, interactive review quizzes and a comprehensive examination of the materials covered.

- Optical professions
- Optical terminology
- Ocular anatomy
- Common vision disorders
- Elements of a spectacle prescription
- Popular lens styles
- Progressive lenses
- Common lens materials
- Lens treatments

3— “Xperio Sunwear Conversion Conversation” DVD (ESSILOR) 8 min.

Covers live examples of:

- 1) Appointment Confirmation
- 2) Patient Arrival
- 3) Exam Room & Patient Hand Off
- 4) At the Dispensing Table

4— “Xperio Sales Presentation & Materials” CD (ESSILOR)

- 1) Availability Chart for Dispensers
- 2) Availability Chart for Laboratories
- 3) Powerpoint on Clinical Studies Summary
- 4) Copy of Xperio Patient/Consumer Brochure
- 5) 1-Page Fact Sheet for ECPs
- 6) Increase Income with Conversion Sheet
- 7) Scripts Written for Receptionist, Walk-Ins, Patient/Consumer Hand Off to Doctor or Dispenser
- 8) Sales Aid for ECP
- 9) Powerpoint Xperio Sunwear Conversion Training

9— “Frame Fitting for Comfort” DVD (VIGOR) VT-1506 57:00 min.

Explore the challenges of today’s frame adjusting with this instructional video covering basic procedures adjusting both metal and zyl frames.

10—“Simple & Basic Frame Repair” DVD (VIGOR) VT-1505 32:00 min.

Dispensing procedures covered include:

- Replacing screws
- Using stake set
- Peening screws
- Nasal pad buildup
- Temple tip replacement
- Bevel nylon replacement
- Punching out broken screws
- Using screw extractors
- Hidden hinge repair
- Measuring screws
- Shortening temples
- Painting and touch up
- Re-tapping barrel threads
- Drilling out screws
- Rivet replacement
- Self tapping procedures
- Nylon cord replacement
- Plating metal frames

11—“Methods & Means of Zyl Frame Adjustment” DVD (VIGOR) VT-1507 20:00 min.

This tape demonstrates the common zyl frame adjustment procedures. These include pantoscopic tilt, temple adjusting, bridge stretching and reducing, and temple end formation.

12—“Methods & Means of Metal Frame Adjustment” DVD (VIGOR) VT-1508 20:00 min.

This tape demonstrates the common metal frame adjustment procedures using a variety of frame shapes. These include eyewire formation, pad adjustment with a variety of pad styles, temple and pantoscopic tilt adjustments, and temple tip curves.

13—“Soldering Made Easy with Propane or Butane” DVD (VIGOR) 20:00 min.

Using either the propane or butane soldering units, soldering is shown to be easy and effective. Tools used are reviewed.

14—“Soldering with Electricity” DVD (VIGOR) 20:00 min.

Step-by-Step demonstration of this type of soldering.

16—“Flex Pads & Torsion Bridges” Video (NOUVEAU EYEWEAR) 4:48 min.

The features and benefits of Nouveau’s frame line are explained. It is a frame line built to last the everyday wear and tear of living. This video gives you sales tips to position this premium designed eyewear. Flex pads, screw retention, and torsion bridge assembly is discussed.

Eyecare Professional Education Video Descriptions

25—“Aspherics & Hi-Index Made Simple” Video (SOLA) 10:00 min.

There is confusion regarding the choice of aspherics versus high index to make the thinnest, lightest lens and best optics. This video explains aspherics to create thinner, flatter, and optically sound lenses. Do we compromise optics when selecting high index products? What is abbe value? After reviewing these issues, how does aspheric polycarbonate or Spectralite fall into these categories? You will know the answers to these questions after viewing this video.

29—“Options for Presbyopes” Video (ESSILOR) 7:00 min.

Presenting and fitting Varilux progressives is the theme of this video. The process from the examination to the finished eyeglasses is reviewed step by step. The use of the Multifocal Demonstrator Set (MDS) and Digital Reflection Pupilometer (DCRP) is shown. How to measure and dispense a progressive addition lens is discussed.

32—“Rodenstock Multigressive 2 Evaluation” Video (RODENSTOCK) 16:37 min.

Rodenstock Magazine presents their latest progressive lens design. The video targets:

- | | |
|-------------------|-------------|
| 1) Target Markets | 3) Products |
| 2) Technology | 4) News |

A consumer also discussed standard lined bifocals versus a progressive addition lens. The photochromic plastic Colormatic is demonstrated.

33—“Main Floor—Spectralite” Video (SOLA) 5:00 min.

This video addresses lifestyle dispensing with today’s lens options. Spectralite material and design are explained. Selecting the latest in frame fashion design and lens design is covered.

35—“Progress in Polycarbonates” Video (VISION EASE) 13:00 min.

This video presents the advanced technology of manufacturing polycarbonate. Purer raw materials, mold improvements, tighter tolerances, and quality assurance inspection has improved the performance of polycarbonate. Professional dispensing sets the stage for success. Consumer orientation will help them enjoy the optical benefits as well as the cosmetics, safety, and UV protection that polycarbonate offers. There is opportunity in dispensing polycarbonate.

37—“How to Insert Lenses & All About Frames” Video (HILCO) 9:00 min.

- | | |
|---|---|
| 1) How to use a hot air warmer, | 4) How to insert and remove lenses, |
| 2) How to handle different materials, | 5) How to reapply temple tips and cable tubing. |
| 3) How to make frame adjustments for a better fit | |

46—“Progressive life Lenses” Video (RODENSTOCK) 3:30 min. loop

This cutting-edge report discusses presbyopia and what corrects it. It compares progressives to reading glasses, lined bifocals, or lined trifocals. Eyecare professionals are interviewed to determine the success of fitting Progressive life.

47—“Make Vision Protection Second Nature” Video (TITMUS) 7:41 min.

Education is the key to promoting safety eyewear and eyecare. As a dispenser working for an eyecare professional or retail business, you have a responsibility to inform the patient of Duty-to-Warn guidelines. Discuss with your boss how you will present safety eyewear. A questionnaire is available to discuss safety eyewear; safety lenses, safety frames and lens treatments. Discussing safety eyewear strengthens consumer confidence in your business.

48—“Protect Your Patient and Your Practice” Video (TITMUS) 6:56 min.

Education is the key to promote safety eyewear and eyecare. Discussing safety eyewear will expand the doctor/patient relationship. Safety eyewear as a 2nd pair will offer a better bottom-line profit. Safety eyewear is a proactive tool toward preventative medicine and health. Focus on this opportunity for an excellent future.

Eyecare Professional Education Video Descriptions

51—“Photochromatic Lenses: Eyeglass to Sunglass Convenience” Video (CORNING)

Section 1—This program helps you to understand the features and benefits of photochromatics to position them to the consumer. It highlights: Photogray Extra • Photobrown Extra • Photogray II

• Photosun II • Thin & Dark Photo Gray • Thin & Dark Photobrown

The video explains: 1) Transmittance, 2) Design, 3) Percentage of Protection.

Section 2—Recommending and dispensing Thin & Dark, and performance factors of the lens:

- | | | |
|-----------------|--------------|---------------------|
| 1) Illumination | 3) Tempering | 5) AR Coating |
| 2) Temperature | 4) Thickness | 6) Break-in period. |

Section 3—Review of photochromatic properties and ways to position them.

53—“Dispensing Anti-Reflective Coating” Video with test (OLA)

Anti-reflective coating orders on spectacle lenses are steadily increasing. The coating process is shown step-by-step.

Step 1—Cleaning

Step 4—Coating

Step 2—Preparing

Step 5—Inspecting

Step 3—Degassing

The video discusses how AR coating works. Wearers enjoy the benefits of ghost-image elimination, cosmetic affect of eye contact, reduce edge thickness perception, and improved night viewing. Consideration of lens tinting and UV coating must be considered when applying AR coating. Wearer orientation for lens care and cleaning is covered. Reviewing benefits of AR coating will make a satisfied consumer and an opportunity for you

54—“Fitting Progressive Addition Lenses” Video #101 with test (OLA) 15:00 min.

Fitting progressives today is an essential skill due to increased consumer awareness. Wearer satisfaction can only be reached with greater skill in measuring, fitting and educating consumers about progressive lenses. Basic procedures covered:

- | | | | |
|---------------------------|-----------------------------|----------------------|----------------------|
| • Precise PD’s | • Frame selection | • Seg heights | • Facial wrap |
| • Insuring correct cutout | • Avoiding negative verbage | • Guarantees | • Verification of Rx |
| • Verifying positioning | • Patient education | • Patient experience | • Follow-up |
| • Troubleshooting | | | |

64—“Polycarbonate Lens Council Information” Video (PLC) 7:00 min.

General information regarding the space-age polycarbonate material is covered. This is the fastest growing lens material in the optical industry. Features and benefits such as:

- | | |
|--------------|--------------------------------------|
| 1) Thinness | 4) UV protection |
| 2) Lightness | 5) Aesthetics |
| 3) Safety | 6) Scratch-resistance are discussed. |

A four minute clip is shown of *Good Morning America* from 2/6/97, with Joan Lunden and a consumer editor featuring polycarbonate lens material.

67—“Making Sense of Managed Care” Video (OLA) 4:23 min.

The OLA (Optical Laboratories Association) has released a handbook to help eyecare professionals deal successfully (and profitably) with managed care. This video premieres the OLA program, with handbook, that is offered by an OLA member laboratory.

70—“Be Prepared to Sell” Video (TOASTMASTERS) 23:30 min.

The principles of how to sell a product, a proposal, or an idea to a group is covered in 5 steps:

- | | |
|----------------------|------------------------|
| 1) Establish Rapport | 4) Create Satisfaction |
| 2) Get Attention | 5) Motivate Action |
| 3) Establish a Need | |

Eyecare Professional Education Video Descriptions

71—“Be Prepared to Lead” Video (TOASTMASTERS) 24:00 min.

Adapting to leadership styles while assessing strengths and persona of a leader are presented.

72—“Be Prepared for Meetings” Video (TOASTMASTERS) 24:00 min.

The following steps are presented:

- | | |
|---------------|---------------------|
| 1) Prepare | 3) Stay on Track |
| 2) Start Fast | 4) Close Decisively |

73—“Be Prepared to Speak” Video (TOASTMASTERS) 27:00 min.

Step-by-step method to speak effectively in any given situation is covered.

100 through 102

“How to Manage Conflict, Anger, and Emotion” Videotape Series

100—In this video, **“Emotional Control”**, you learn about different types of anger, what causes it, and how to deal with it.

101—In this video, **“Handling Conflict”**, you will learn the roots of conflict, its positive uses, and ways to reduce it.

102—In this video, **“Developing Successful Relationships”**, you will learn the qualities that build a strong relationship and the negative actions that destroy them.

103 through 105

“The Psychology of Self Esteem” Videotape Series

103—In this first volume, you will understand the various messages that make up your inner critic. You’ll discover where those messages come from and how they limit you everyday. Then, as you progress through the series and you will learn to transform your critic into a supportive, guiding voice.

104—The most effective methods to raise your self esteem are presented in this video. Your self-esteem determines your outlook on life, how other people see you and relate to you, and what your potential is.

105—This video will give you self-supportive thoughts in your everyday activities. You’ll learn to be more aware of the good within you, your potential to succeed and your ability to attain your highest goals. When you finish, you will have a workable plan for steadily increasing your self esteem from this moment forward.

106 through 108

“Exceptional Customer Service” Videotape Series

106—In the **“The Essence of Customer Service”** video, you will learn the fundamentals of building service to meet customer expectations—and exceed them. Strategies for using customer service to manage your customers perceptions of your business and make a lasting positive impression are also covered.

107—In this video, **“Building Customer Goodwill and Trust”** you will learn how to positively enhance all your customer communication (both in person and on the phone). You will also learn how to match your style of communication to your customers creating instant rapport and trust. Using a combination of these methods, you will be able to build bridges, not walls between yourself and your customers.

108—In this video **“Turning Around Angry Customers”**, you will learn how to remain calm in the face of an angry customer, diffuse the situation and regain the customer’s trust by applying creative solutions and effective action to the problem.

Eyecare Professional Education Video Descriptions

109 through 112

“Eyewear Fitting and Repair” Videotape Series (HILCO)

- 109—“How to Insert Lenses and Frame Adjusting”** For the novice or seasoned dispenser, this video demonstrates lens insertion, basic frame adjustments, and temple tip adjustment. A review of current frame materials is also detailed.
- 110—“Optical Hand Tools and Basic Adjustment”** This “How-To” video gives an overview of hand tools, 4-point frame alignment, and frame adjusting including pantoscopic angles, pad arm, bridge reduction and eyewire shaping techniques.
- 111—“Screw Removal and Replacement”** Screw removal techniques using heat, slotting files, extractors, and drilling techniques is covered as well as how to find and use standard replacement and self-tapping screws.
- 112—“Soldering Equipment and Techniques”** Soldering equipment and supplies is overviewed, along with techniques and demonstration of pad arms. Bridges are also discussed.
- 113—“The Secret of Selling Up”** goes behind the scenes to give the secret strategies that have made eight very successful eyecare professionals—optometrists, opticians, and consultants just that-Successful.
- 115—“Giving your Patients the Best” Volume I**
“Recommending from the Chair” This video and accompanying workbook use role-playing and scenarios to discuss doctor interaction with patients and building an effective practice team. The concept will help increase patient satisfaction and work effectively with the dispensing team and the doctor.
- 116—“Giving your Patients the Best” Volume II**
“Communicating in the Dispensary” This video and accompanying workbook use role-playing and scenarios to discuss optician and dispenser interaction with patients and building an effective office team. Whether working in a optical practice with a doctor on-site, or in an independent opticianry shop, the concepts presented will help increase customer satisfaction and work more effectively with doctors and staff.
- 122—“Making the Smart Move” Video (Transitions) 120:00 min.**
This video will help you understand the features and benefits of Next Generation Transitions lenses and how to effectively dispense them. The six-part video is 15-20 minute segments:
- | | |
|--|---|
| 1) features and benefits of the product | 4) tools of lifestyle dispensing |
| 2) new positioning of the product | 5) tips in educating the consumers |
| 3) the evolution of photochromic technology comparing imbibition and in-mass manufacturing process | 6) packing the benefits of premium products |
- 123— “Dispensing Polycarbonate Lenses” Tutorial #103 Video (COLA & Polycarbonate Council) 22:00 min.**
Two optical organizations have worked together to provide a video of polycarbonate history, manufacturing, back-side coatings, and general information of this space-age material. This lens should become an all-purpose lens of choice when delivering eyewear to the consumer. Comfort, safety, pricing, and availability are also addressed.
- 127— “Staff Training: The Key to Successful Computer Vision Care” Video (PRIO) 34:00 min.**
This video is an excellent educational tool for both doctors and staff members. It covers why computer vision care should be a large part of your business, the pre-exam screening, details of a Prio exam, and fitting and dispensing the best lens for the consumer.

Eyecare Professional Education Video Descriptions

129— “AR Today” Video (AR COUNCIL) 8:00 min.

This video introduces you to the focus of the AR Council. It presents AR coating procedure steps and 5 benefits of the wearer:

- 1) Improves night driving
- 2) Reduces eye fatigue
- 3) Improves appearance and cosmesis of lenses
- 4) Reduces distracting reflections
- 5) Reduces sun glare

130— “Drivewear Lenses” DVD (YOUNGER) 3:00 min.

This DVD gives important information about complimentary marketing materials available.

Consumer Education Video Descriptions

2— “Xperio Movie” DVD (ESSILOR) 2:30 min. (continuous loop for waiting room)

The theme of this “Safe World + Beautiful World” video shows what Xperio polarized lenses will do for driving, boating, or hiking consumers.

15—“See the Difference with Polarized Lenses” Video (KBco) 4:00 min.

Here comes the sun. Choosing the right polarized sunglasses is the healthy and safe way to protect the precious gift of sight. Options are confusing. Polarization is the best answer. It’s the lens that covers all the bases of comfort, UV protection, and safety. The difference is clear...KBco Polarized lenses.

18—“Progressive & Spectralite” Video (Sola)

Two premium products are highlighted to give the consumer the latest in technology, safety, comfort, and function.

19—“Consumer Endorsements of Sola Progressive, Spectralite, & Polycarbonate” Video (Sola)

PALS 5:00 min., Polycarbonate 1:40 min., Spectralite 2:10 min.

Part 1...Progressives—Is the consumer condemned to bifocals when they reach 40? A musician discusses how progressives improved his job. A grandmother shows how cooking in the kitchen is easier—and she doesn’t have to look like a grandmother with unsightly bifocal lines. An engineer says he need glasses that allow him to go from distance to near continuously—and need to be able to read blueprints at arm’s length. Bifocals gave him image-jump. Progressives are demonstrated.

Part 2...Spectralite—An interior design director endorses Spectralite lenses. She compares standards of quality, style, cosmetics, comfort, and investment of Spectralite to the same standards her customers require in her business.

Part 3...Polycarbonate—A TV anchorman and reporter covers the story of polycarbonate in his lifestyle and occupation.

21—“Natural Progressives” Video (Sola)

This video explains the experience of the onset of presbyopia. Progressive addition lenses are the answer to presbyopia giving clear vision at all distances. Lined bifocal segment lenses or half-eye reading glasses are no longer the answer when arm’s length intermediate vision is lost. Progressive addition lenses are the technological breakthrough giving the most natural vision possible with corrective lenses.

28—“Protective Eyewear—A Vision of Safety” Video (Titmus) 9:00 min. 6 X loop

Safety eyewear protection in the workplace is vital, but protective eyewear at home is often neglected. Safety shields, goggles, and fashion eyewear is reviewed. The OSHA and ANSI standards are covered. Impact resistant testing and the guidelines are discussed.

39—“Optima HyperIndex 1.66 Aspheric” Video (Optima) 6:45 min.

Business...Fashion...Sports...Lifestyle. What would glasses be without lenses? How does index of refraction affect lenses? Optima is the leader in the optical industry for high index lenses. HyperIndex 1.66 features;

- 1) Computer designed aspheric
- 2) 42% thinner
- 3) 45% lighter

Here is the answer to thick prescription lenses.

43—“Varilux Comfort Testimonial” Video (VARILUX) 3:00 min. 10 X loop

Presbyopia is an age-related condition affecting the ability to focus at near. The onset of this condition is usually after age 40 . Progressive addition lenses are the technological answer for presbyopia. This video explains the features and benefits of Varilux Comfort Addition Lenses:

- | | |
|--|-------------------------------|
| 1) Natural vision | 3) Cosmetically pleasing |
| 2) Uninterrupted field from distance to near | 4) Less head and eye movement |

Consumer Education Video Descriptions

49—“Your Eyes are at Risk” Video (TITMUS) 5:54 min.

One million vision impairments have been caused by injuries doing

- | | | |
|-------------------------|--------------------|--------------------|
| 1) Household repairs | 3) Car maintenance | 5) Household tasks |
| 2) Lawn and garden work | 4) Hobbies | |

45% of all injuries happen at home. 90% could have been prevented with protective eyewear. New safety eyewear is comfortable and stylish. Impact testing and ANSI standards are explained. Special safety lenses are as important as frame protection. Focus on a healthy future with safety eyewear.

50—“See it Their Way” Video (CORNING) 12:00 min.

Sensitivity to light affects lives. 15 million people suffer from the affects of glare. Medical conditions such as glaucoma, corneal dystrophy, cataracts, macular degeneration and diabetes can cause limitations in normal living. Blue light filter lenses may be the answer for both indoors and outdoors. Corning Glare Control Lenses (CPF) improve contrast while filtering out glare. These photochromic adjustable tinted lenses adapt to lifestyles. A tag line of address and phone number for Corning information is given.

60—“Presbyopia and Varilux Comfort Lenses” Commercial (ESSLOR) 60 sec.

Tag line of individual office can be inserted.

66—“Something for Everyone” Video (AR COUNCIL) 2:00 min.

Made by AR Council, this video presents the lifestyle benefits of anti-reflective coatings to the consumer. \$28.00

69—“Kodak Lens” Commercial (SIGNET ARMORLITE) 60 sec.

The Signet Armormlite progressive addition lenses is presented to the consumer.

114—“What’s Hot”—Nupolar Sun Lenses per loop (YOUNGER) 5:00 min. 10 X loop

This continuous loop tape explains glare and how polarized lenses work to reduce that glare. The protection of polarized lenses to the outer and inner eye is also explained. GREAT SALES TOOLS for dispensing.

118—“Visual Freedom Now—Presbyopic 6—The Fight for Sight” (4) TV commercials (ESSILOR)

1 hour continuous play of the 4 commercials. This continuous play gives different approaches to “attacking” presbyopia. It has a 60’s–70’s theme. Great for reception area playing.

119—“Prio Computer Eyewear” —(PRIO) 30:00 min. loop

This video presents 3 TV stations coverage in different geographical areas of the U.S. addressing health watch segments covering Computer Vision Syndrome (CVS). Each segment works a different approach to this new challenge of treating CVS. Doctors of Optometry are interviewed. CVS will affect virtually everyone on a daily basis who uses a computer at least 2 hours per day. Each segment is approximately 2-5 minutes in length.

124—“Vision Today” —(ESSILOR) 17:00 min. 5 X loop

This video is intended for consumers to view in the reception area. It features educational messages on progressives, anti-reflective coating, and polycarbonate via a talk show style format. Essilor spokesperson Diane Irons leads the discussion.

128—“Waiting Room Patient Information” —(TRANSITIONS)

Play this informational video for the consumers while they wait. It educates them on eye health and the benefits of Transitions lenses.

131—“Drivewear Lenses” DVD—(YOUNGER) 60 sec. continuous loop

Explains the benefits of Drivewear technology and how these lenses react in real-life situations.

