

*EYECARE*

Retail Strategies &  
Profitable Practices

# BUSINESS

PentaVision

NOVEMBER 2014

## Luxury OUTLOOK

YOUR TICKET TO SUCCESS  
IN THE HIGH-END MARKET

**IMPULSE  
SHOPPING**  
ACCESSORIES  
AS HOLIDAY  
MUST-HAVES

**SAVVY  
STRATEGIES**  
PACKAGING &  
PROMOTING  
AR LENSES

**plus!**

VISION EXPO  
WEST WRAP-UP  
& NEW PRODUCT  
SECTION

**BONUS**

ACTABLE  
LINK TO  
LUXURY  
VIDEO





**18.** Logo of the Americas' Miguel Lopez (l) and Essilor's Pierre Bertrand celebrate the launch of TAG Heuer with Xperio lenses with a food and wine pairing party at Aquaknox Global Water Cuisine; **19.** Dr. Larry Alexander presents Optovue's iScan OCT unit with a live demonstration; **20.** Opti-Port's day-long educational event begins with keynote speaker Randy Street, managing partner of ghSMART and author of "Who: The A Method for Hiring"; **21.** Valérie Manso of VSP Vision Care moderates a panel on the dynamics of men and women working together, sponsored by the Optical Women's Association (OWA); **22.** The OWA's networking event and raffle provides members and supporters a way to relax after a long day. Shown: (l to r) Satisloh's Kevin Paddy, consultant Heather Campbell, and Brian Peterson of Satisloh; back row, Steele Young of Satisloh, Morgan Platt, Live Eyewear

#### 24. SUPER SYSTEMS OPTICAL TECHNOLOGY

##### EyeMed Provider

Super Systems has announced that EyeMed has approved the company's FastGrind system as a qualified "in-house" surfacing lab, allowing ECPs to produce EyeMed jobs in the comfort of their practice and offer same-day service.

INFO: [superoptical.com](http://superoptical.com)

#### 25. TRANSITIONS OPTICAL, INC. Dragon Advance Project goggles

Transitions and Dragon Alliance announce the 2015 Dragon Advance Project (APX) and Advanced Project Xs (APXs) snow goggles, featuring a Transitions Boost adaptive goggle lens.

INFO: [dragonalliance.com](http://dragonalliance.com)

#### 26. VISION-EASE LENS

##### MyCoat

MyCoat is a small-batch coater that adds in-house AR and mirror coating capabilities to a business. The vacuum sputter coater can deposit AR and mirror coatings on up to six lenses in less than 15 minutes.

INFO: [mycoatvel.com](http://mycoatvel.com)

#### 27. VSP OPTICS GROUP

##### UNITY Mobile Progressive Lenses

The lenses are optimized for the shorter near-viewing distance that mobile users need for regular mobile device use. They offer increased visual acuity and reduced eye fatigue for overall improved visual comfort without compromising the rest of the prescription.

INFO: [vspopticsgroup.com](http://vspopticsgroup.com)

#### 28. WESTGROUP

##### Fysh style F-3522

Designed for women who are dedicated to making every moment count, F-3522 is a fun, light, and feminine stainless steel, progressive, friendly frame with a two-tone flat metal front.

INFO: [fyshuk.com](http://fyshuk.com) or call 1-800-333-3333 visit [classique-eyewear.com](http://classique-eyewear.com)



inspired by  
light