



# EYEMAGINATIONS

April 19, 2007

Dear Doctors:

Thank you for your interest in learning more about Eyemaginations. Our company was founded in 1999 and we are based in Towson, Maryland. We are focused on developing tools that you and your staff can use for effective communication, education and marketing.

Eyemaginations is focused on bringing industry and medical expertise together with state-of-the-art creative services to deliver full color, 3D animation. The days of using posters, plastic models and brochures to communicate are fading as the power of the today's technology is being phased into practical applications everywhere. Eyemaginations can bring the benefits of a multi-media approach into every aspect of the practice for a completely enhanced patient experience.

We're entering a new era of sophistication in eye care services. Eyemaginations continues to be an innovator in the evolution of these tools for better communication. We appreciate your support and thank you for your interest in our software. We are committed to making your experience rewarding and we understand the importance of delivering outstanding eye care to your patients.

The software was designed by doctors for doctors. Our mission is simple – to make it easier for you to communicate with your patients. The software program helps you and your associates to educate clearly and consistently. It enables you to market products and services while saving you time. We also believe that the software can help to increase the revenue within your practice. Our software may be run anywhere in your practice. Here are a few ideas to get you started:

- In the **waiting room**, loop a series of 3D animations for hours of education and marketing. Customize your presentation with pictures, commercials, videos and music.
- In the **exam room**, use the system to educate patients by setting up presentations customized to their conditions and specific needs. Use the system chair side as an interactive sketchpad to draw overtop of moving animations. To reinforce the message, you can even print the selections for the patient to take home.
- In the **optical dispensary**, use 3D-Eye Office as a dispensing aid to increase revenue on lenses, lens options and frame sales using a "good, better, best" approach. The software tracks and monitors each selection to ensure consistent use by the staff.

We are committed to providing you with the highest level of customer service. We want you and your associates to use the software program to your benefit. Please feel free to email us anytime at [support@eyemaginations.com](mailto:support@eyemaginations.com) or call our toll-free number 877-321-5481 (international callers dial 410-321-5481). Also, be sure to check out our Frequently Asked Questions section on our website at [www.eyemaginations.com/faq](http://www.eyemaginations.com/faq).

We appreciate your support!

Sincerely,  
Eyemaginations, Inc.