

DISPENSING TO THE NEW GENERATIONS

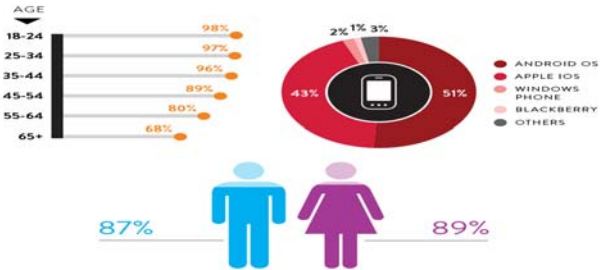
AND EVEN SOME OLDER ONES

KEEPING OUR MARKET IN HOUSE



US SMARTPHONE MARKET SHARE BY AGE, OPERATING SYSTEM AND GENDER, Q3 2016

SMARTPHONE OWNERSHIP



LENS DESIGNS FOR THE AGES

- There is life cycle for vision. Maintaining the visual needs is a life process.
 - Youth – first time wearers
 - Tweens and Teens
 - Young adults
 - Adults
 - Retirement



VISION CARE

- Digital world is a cultural phenomenon
- Incorporate in practice protocol
 - Digital reminders – text or email
 - Make sure your website is compatible to mobile devices
 - Appointments and product information on line
 - Kiosk/Tablet in office providing touch screen product info
 - Social media presence –have someone on staff to monitor
 - Interactive website – contact reorder, sunwear, gift certificates



VISION TREND REPORTS 2016

- Most consumer vision product purchases are enhanced through personal consultation with highly trained professionals. This means optical retail revenue is less subject to inroads by Internet providers than retail businesses.
- Vision care demand is driven more by consumer need than by discretionary wants. That makes optical demand relatively immune from economic downturns.



THE NEW GENERATIONS ARE KEY TO YOUR PRACTICE



1980-1996 - MILLENNIALS OR GENERATION Y

- As of 2015, Millennials comprise the largest generation in the workforce. Baby boomers are now the second largest.
- First generation that has a true world connection through the increased use and familiarity with communication and digital technology
- More comfortable with social change and more likely to self educate using the internet to find information. Less reliant on experts.



2000/2001-PRESENT - NEW SILENT GENERATION OR GENERATION Z

- Gen Zs are always connected in a seamless cloud-based world of friends, data, and entertainment.
- Social media and instant contact is very important to them.
- Waiting for emails has never been part of the Gen Z world.
- Social media has made it easy for them to take up social causes. They look for careers that will help the world.
- They love to "crowd source" for solutions on social media.



MILLENNIALS CHARACTERISTICS

- One 2012 study found Millennials to be "more civically and politically disengaged, however newer studies have shown a higher level of engagement as they age. The think global buy local movement is an example of new types of engagement. This contrasts the Baby Boomers who became less engaged as they aged.
- The will invest in technology, and have a great need for optical solutions, given the way they use their eyes. 89% of their internet is on their smartphone. Social media is their primary resource for information for on products.



2000/2001-PRESENT - NEW SILENT GENERATION OR GENERATION Z

- **Gadgets and Tools**
- Gen Z has become a generation of content creators and producers with today's web apps and digital tools.
- Gen Zs prefer media that they can interact with as opposed to passive TV or print texts.
- They prefer websites, apps, and social media outlets that let multiple features like posting pictures, videos, text, comments, rate things, etc.



1997-PRESENT NEW SILENT GENERATION OR GENERATION Z

- The Gen Zs are the kids born somewhere in the mid to late 1990s up to the present. They fill the classrooms of the K-12. An exact starting point and stopping point are always unclear in generational labels, but this group has the distinction of living in a world that has always had the internet.



OUR CUTTING EDGE TECHNOLOGIES



Shamir EyePoint Technology
III®



Natural Posture™



IntelliCorridor™



As Worn Quadro™

Shamir EyePoint Technology III®

- MINUS lens (Myopic Patient) Y1

+ PLUS lens (Hyperopic Patient) Y2

View From Above

$X1 < X2$

$X1 > X2$

$X1 = X2$

The converging effect of positive power lenses reduces the field of view, whereas the diverging effect of minus power lenses does the opposite, the field of view increases.

ASWORN QUADRO™

This feature ensures **overall improvement** of lens performance in any chosen frame.

As-Worn Quadro™

As-Worn

NATURAL POSTURE™

New Ergonomic Design Concept

Most people read while holding the book at a distance of **40cm**, with a viewing angle (from eye to lens) of **30°**.

If the lens near viewing zone is not positioned to this angle, patients compensate by **raising**, **lowering** either their head or the book, leading to discomfort due to the unnatural posture.

LENSES TECHNOLOGIES FOR NEW GENERATIONS

- Free Form Single Vision
- Fatigue relief
- Near Variable Designs
- Sunwear Designs
- Presbyopes – sophisticated, complex designs that include the handheld zone

SHAMIR

INTELLICORRIDOR™

Unique power profile for clearer vision

Standard Progressive Corridor

Progressive Lens with Intelllicorridor

Reading Zone

ADD Power

SHAMIR

CREATING A PERSONAL PATIENT PROFILE

The right fit by understanding your patients needs and their passions.

