

EyeGlassGuide 2011 In-practice expansion Proposal

**Developed by Bandwidth for Transitions Optical, Inc.
September 8, 2010**

Introduction:

Identify a need to change the structure of the EGG to:

- Target a specific audience at a critical moment and location
- Educate users with terms and concepts regarding their specific vision needs
- Help ECPs engage with patients and ultimately increase sales

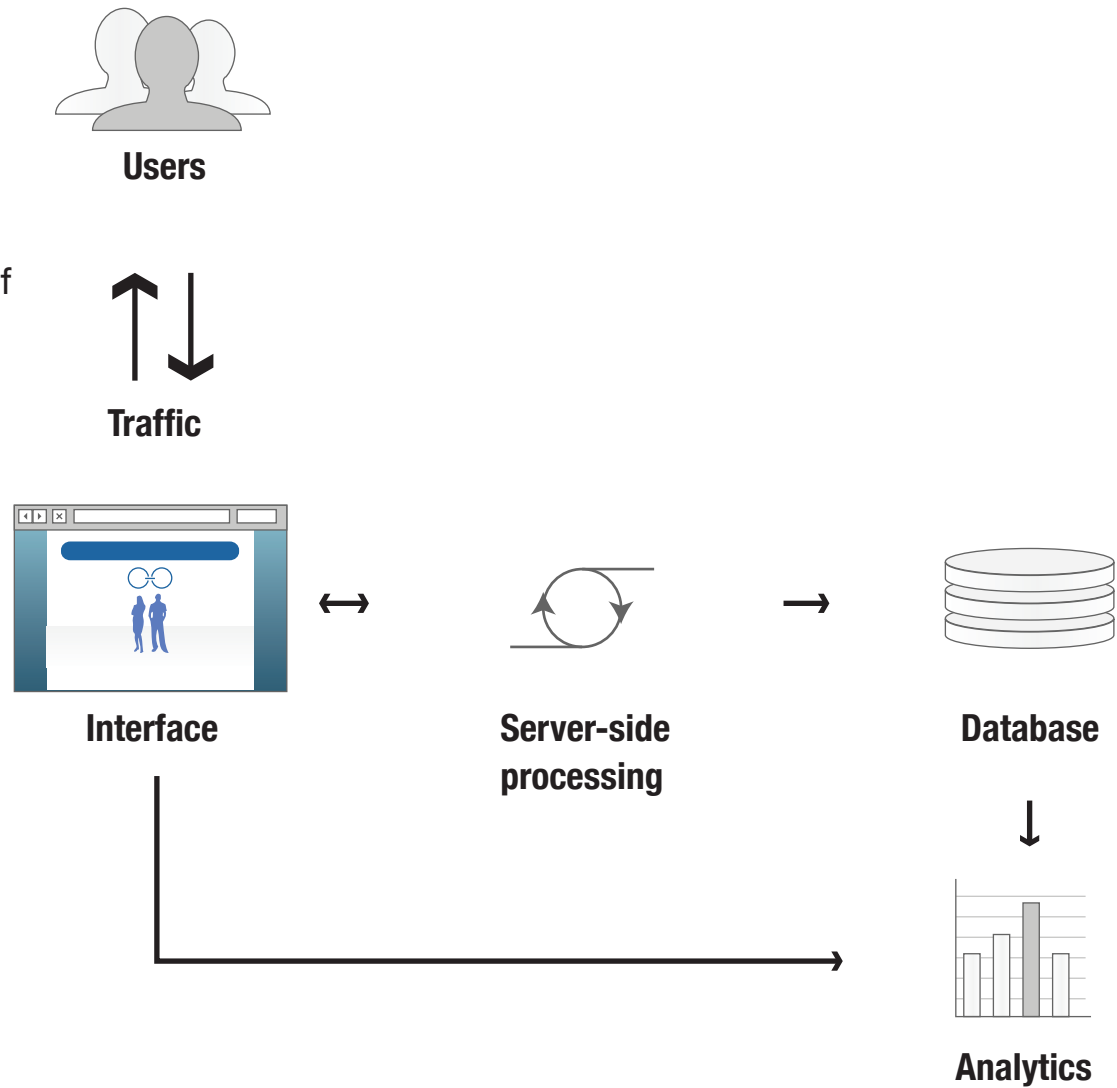
Presentation outline:

1. Overview of the current implementation of the EGG
2. Opportunity to engage in-house ECP patients
3. Discussion of the presentation layer
4. Possibilities for improvement
 - a. Proposal
 - b. Benefits
 - c. App. vs. web app.
 - d. Implementation
 - e. Branding
5. Projected associated costs and tentative timelines for proposals

1. Overview of the current implementation of the EGG

1. Overview - Process

The following is a general overview of the interaction process of the EGG. Each item is then discussed in greater detail.



1. Overview - Process detail



Users

People who interact with the EyeGlassGuide.



Traffic

How and through what channels users are driven to the site.



Interface

Graphical representation of the process and what the users interact with directly.



Server-side processing

Messages sent from the interface are interpreted on the web server. The web server also sends messages and information back to the interface



Database

Stores all the data (questions and answers) of the EyeGlassGuide.



Analytics

Measures of various data points, from both the database and the interface.

Opportunity to engage in-house ECP patients

2. Opportunity for engagement

The desired user:

- Concerned about their vision
- Visits the site to learn more
- Uses the recommendations from the tool to discuss with ECP

In-office patients are prime potential users of the EGG

Average wait at the ECP office: 10 minutes

Average time to take EGG quiz: 6 minutes

Waiting-room patients could be exposed to the information, messaging, and branding contained within the EGG during the critical time of the patient cycle

The presentation layer

3. Discussion - Flash

- Presentation layer (interface) connects the user with the service and data
- Flash-based

PROs

- Can be more engaging and graphically appealing
- Easy to distribute - few lines of code
- Centralized location of source
- Can implement restrictive security measures

CONs

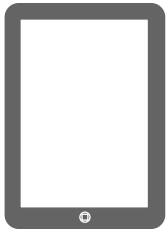
- Not enabled by default
- Sometimes blocked by ad-blocking software
- Larger file size comparatively
- Not compatible on most mobile/portable devices
- Not formatted for a touch-screen interface
- Analytic tracking is not as robust

3. Discussion - The ideal interface

- Light-weight (filesize)
- Use modern web-standards (with a few of tomorrow's standards)
- Viewable on many devices
- Accept many input methods (touch, mouse, etc.)
- Remotely updateable
- Utilizes the same EGG backend as is in place currently

Possibilities for improvement

4. Possibilities - Proposal



1. Distribute iPad tablets to ECPs

Solves the initial problem of engaging in-office patients with the EGG at the critical moment of opportunity



2. Develop a new or additional presentation layer

Allows the EGG service to be viewed on the iPad

4. Possibilities - Benefits

Targeted engagement

- A concept that is generally understood and accepted
- Offices and practices often feature kiosks or devices specifically designed to perform a specific task

Hardware cost and aesthetics

- The iPad is generally cheaper and more elegant replacement to the commonly used in-store kiosk

Hardware flexibility

- A fully-capable, web connected device
- Content is hosted on Transitions' servers and consumed on remote devices
- Updates can be made instantly and automatically

4. Possibilities - Benefits (continued)

Comfort and emotion

- Users may feel self-conscious using a kiosk in front of others
- Patients can sit comfortably and consume the application

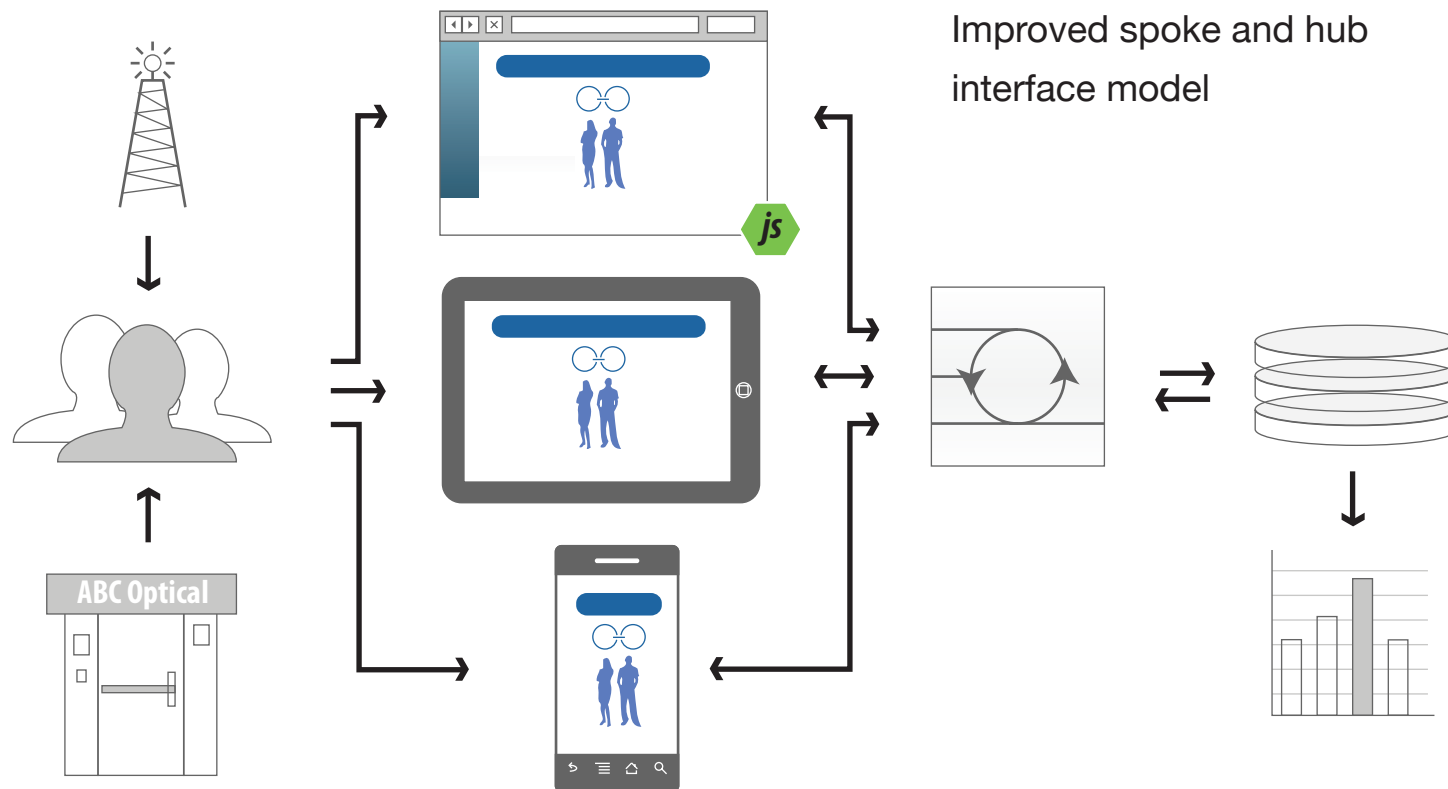
Device tracking

- Each iPad can be tagged with a unique identifier
- Usage tracking

Non-proprietary hardware

- The iPad adheres to the current web standards
- Supplemental or complementary applications can be added to enhance the patient's experience

4. Possibilities - Benefits (continued)



4. Possibilities - App. vs. web app.

Two options exist to present an application on an iPad: a native app. written for the device, and a web-based app. encoded for an iPad

PROs

Can be more engaging and graphically appealing
Users understand the app. purchasing process
Full access to device hardware

CONs

More time-consuming/expensive
Proprietary software
Constricted distribution channel
Updates are not automatic
Additional cost for Apple Developer Program
Updates are not automatic

RECOMMENDATION: Web-based application with a native application feel

4. Possibilities - Implementation (software)

Software

- Database structure and service calls will need to be modified to handle multiple interfaces as well as analytic tracking
- New interface optimized for iPad and touch-screen input
- Existing EGG Flash interface will need to be adjusted to handle the adjusted service calls and database structure

4. Possibilities - Implementation (hardware)

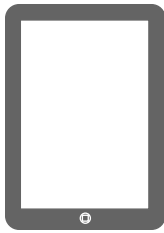
Hardware

- Transitions will be responsible for purchasing the hardware (or Brandwidth procures and invoices Transitions for costs plus markup.)
- Brandwidth may be responsible for working with Apple to determine when orders should be placed to ensure product availability.
- Brandwidth receives iPad and configures device to be distributed to ECP
- Brandwidth would compile a pre-defined kit, depending on which device ECPs select in addition to any other materials Transitions would like to include.

4. Possibilities - Implementation (hardware continued)

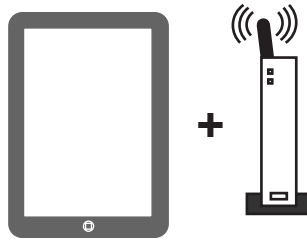
Hardware options

1.



WiFi only iPad
16 GB
\$500

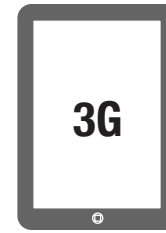
2.



WiFi only iPad
16 GB
\$500

+ \$20 wireless
router
(pre-configured)

3.



WiFi + 3G iPad
16 GB
\$630

+ \$25/month 2 GB
AT&T data plan
(no contract)

4. Possibilities - Implementation (ECPs)

ECPs

Receive iPad pre-configured with EGG and any other content

iPads will already be configured with tracking ID (to measure usage based on practice location TOI-ID)

ECPs will need to configure the device to connect to the internet

- a. Enter the password to their wireless network
- b. Plug in the included wireless router
- c. Setup 3G wireless access

iPad batteries will last a full workday with moderate usage

ECPs will ultimately be responsible for monitoring patient usage to prevent damage or theft

4. Possibilities - Implementation (ordering, help and maintenance)

Ordering

A microsite would likely be the best option for placing requests for the iPad EGG

- Managed by Bandwidth and/or Transitions
- Order statuses for all involved parties
- Not a payment gateway

Maintenance

Very little maintenance is anticipated, however may be necessary

Step-by-step visual instructions may be provided via the iPad ordering portal

Help

Guides and help/FAQ resources will be available on the ordering portal

More critical issues with hardware may require help from Bandwidth, Transitions and/or Apple

4. Possibilities - Implementation (output dashboard)

Output dashboard

- Connecting patients to ECPs through outputs
- The final step in the iPad/EGG ecosystem
- A printed page may not always be logistically possible (it is still likely an option for most)
- Browser-based tool is likely the best option for ECPs to track patient outputs
 - a. ECPs will be able to see only their practices completed quizzes
 - b. Arbitrary timeframe is set (~8 hrs)
 - c. ECPs can choose how to share/discuss results with patient
 - Use-in room computers
 - Use a printed sheet
 - Use the iPad itself

4. Possibilities - Implementation (branding)

In-site branding

- Individual ECP custom design and logo modifications
- Based on a preset template (colors and logos)

Home/lock screen branding

Logos for background, combination of lockscreen/
homescreen background

Custom case branding

Many vendors offer custom cases for iPad

- Inexpensive \$25-50
- Give a custom look to EGG iPad



4. Possibilities - Implementation (cross-promotions)

iPad can serve as a medium for other related eye care services

- EGG videos
- Transitions promotions
- Contact lens and sunglasses manufacturers
- Fashion eyewear

Projected associated costs and tentative timeline

Questions and discussion