

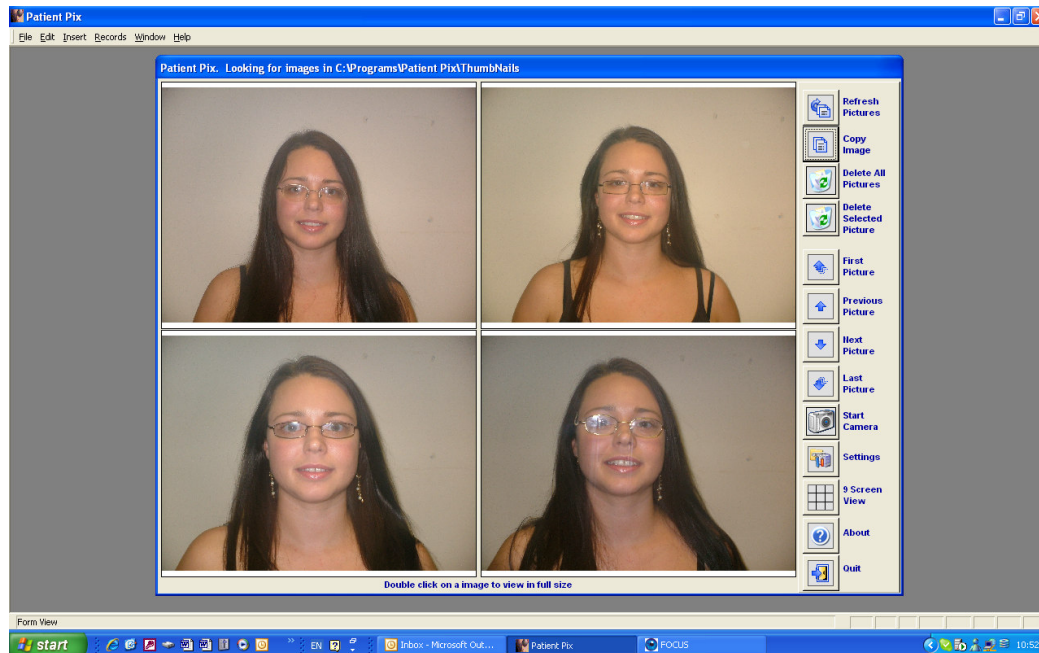
## Enter **PatientPix** by OcucoRelcon

The optician's conundrum: patients want to see themselves wearing their new frames, but they cannot see clearly their image in the mirror. Many hi-tech solutions exist, but their affordability and the all-important ROI (Return On Investment) require deeper analysis – what if there was a solution so affordable and so simple that you could embrace it without having to convince your accountant.

Enter **PatientPix** by OcucoRelcon.

PatientPix is a simple, low cost solution designed to satisfy the need within an optical practice for visual dispensing. It allows you to take digital photos of your customers wearing a variety of different spectacle frames and present the photos in a format that allows the patient to compare the results on screen.

PatientPix can be configured to display either 9 or 4 photos per page.



The key to the success of PatientPix is in its simplicity: simple to purchase, easy to install and intuitive to use, requiring no additional training.

The software is designed to auto-install and is stand-alone i.e. it will work independent of practice management software, not just the highly acclaimed OcucoRelcon PMS systems Acuitas and Focus.

And how do you go about obtaining it? Again simple, PatientPix is available for download from the OcucoRelcon and Ocuco websites as a single, self-installing file (see technical requirements below).

PatientPix is sold on a "per seat" basis. Once downloaded and installed, a simple phone call to the local OcucoRelcon office, and a valid credit card is all that's needed to receive a unique activation code. Couldn't be simpler.

PatientPix will work with any Windows compatible webcam, but it must be capable of taking images at least 800x600 pixels at 30fps (frames per second). This is also known as a VGA webcam. Picture size and quality are entirely dependant on the Webcam used, and there are lots of models today to choose from at varying prices.

### ***About OcucoRelcon***

**OcucoRelcon** provides patient relationship management software solutions – *Acuitas* and *Focus* - to more than 1,000 independent practices, medium sized groups and large chains, and OcucoRelcon is a market leader in the UK and Irish optical market and has the largest optical software development, delivery and support infrastructure in Europe.

**DRS Computing**, the optical laboratory software division of OcucoRelcon, provides the market leading integrated ophthalmic laboratory management system Labman, used in some of the largest and most sophisticated prescription labs and glazing workshops across the UK and continental Europe. OcucoRelcon's full complement of software for the optical supply chain provides a unique platform on which to build partnerships in the online ordering space.

OcucoRelcon, which has offices in Dublin, Cardiff and Oxford, was formed by a merger of Ocuco's UK and Irish software divisions and Relcon Software in August 2006.

### ***About the Ocuco Group***

Founded in Dublin in 1993, by Group CEO, Leo MacCanna, Ocuco is a pioneer of software solutions for the ophthalmic and pharmacy markets. The company's international launch in 1999 brought revenues to €1.5m, growing to €6m in 2006 with further growth envisaged with international expansion.

Leo MacCanna completed an MBO in 2005, valuing the company at €5m and, following the merger with Relcon, a highly successful share distribution scheme was taken up by the majority of staff and management.

Ocuco's strength is its ability to integrate clinical and retail, the application of leading edge technology and strong industry knowledge, accompanied by high levels of support and service.

Ocuco customers include independent and chains of High Street opticians and pharmacies, optical labs, private ophthalmology clinics, hospitals, eye A&E departments.