In Focus

Inside this issue:

Optical History

Optics in Art:
The first known artistic representation of eyeglasses was painted by Tommaso da Modena in 1352. He did a series of frescoes of brothers busily reading or copying manuscripts; one holds a magnifying glass but another has glasses perched on his nose. Once Tommaso had established the precedent, other painters placed spectacles on the noses of all sorts of subjects, probably as a symbol of wisdom and respect. From the 14th century, painters also presented portraits of St. Lucy, often carrying her own eyes--they even appeared as lorgnette-like glasses on a stem.

Vision Expo East 2005

VisionStar's David Greer, Robin Cassidy, Shane Hammond and John Greco attended the VisionExpo East trade show in New York on

March 8-13, 2005. We had a very busy schedule attending several VCA committee meetings and had discussions with various industry partners.

There was a large turnout for the Remote Order Entry meeting chaired by Robin Cassidy of VisionStar, with participants from the following companies:

AO SOLA
CC Systems
Compulink
Delta Systems
EDI Eyes
Essilor France
Essilor International
Essilor USA
Frames Data
Gerber Coburn
National Optronics
Optifacts
Perferx Optical
Santinelli Int'l
Sutherlin Optical
Vision E-Business Council
VisionStar
VisionWeb
Winchester Optical

We returned from the show with two new prospects and some industry vendor integration projects. New York was cold and while we enjoyed our stay we were sure glad to get home.

VisionStar to Install Test System at Schneider Optical

VisionStar and Schneider Optical reached an agreement to install the VisionStar LMS system at their testing facility located in Dallas, Texas. The system will be used to generate test orders that will be manufactured on Schneider Optical equipment. VisionStar will also be working with Schneider Optical to implement a free form surfacing interface in the future. We are very excited about this opportunity to have our system in Schneider Optical's facility that is visited by optical wholesale laboratories worldwide.

Schneider's 1994 vision of manufacturing surfaces individually, based on mathematical descriptions and using computer controlled intelligent production lines, gave birth to the era of the freeform surface in 1998 when they developed the HSC 100 CNC.

Today, what has become increasingly sophisticated surface geometry is manufactured worldwide almost exclusively using Schneider High-Speed Cutting technology.

Schneider's High-Speed Cutting technology has also been setting new standards in the RX range. Surface quality, as achieved with the HSC 100 CNC, had never been seen before and led to worldwide use of the "ready to polish" process.

Now after several years of further development, Schneider presents the second generation of freeform and toric technology, the HSC 101 CNC.

Select Optical Goes Live on Eyefinity

Select Optical in Columbus, Ohio implemented VisionStar's Eyefinity interface the week of April 11, 2005. During the first week of go-live we ran parallel receiving orders into both the Eyefinity and VisionStar systems. When Select Optical was comfortable that all orders were being imported successfully, we began processing all VSP orders through the VisionStar system as well as sending the job status back to the Eyefinity website. Additionally, the VisionStar system is now shipping orders automatically on the Eyefinity website which initiates billing for the ECP and the laboratory.

VisionStar Attends Optical Synergies Buying Group Meeting

Robin Cassidy and Shane Hammond attended the Optical Synergies buying group meeting in San Juan February 10-13, 2005. VisionStar has been invited to this meeting for the last three years. Bruce Brady and his group have been very supportive in making sure VisionStar has the opportunity to meet one-on-one with members of this group. This year we performed over ten demonstrations of the VisionStar LMS system and had the opportunity to meet with 28+ laboratory owners and/or managers.

THANK YOU OPTICAL SYNERGIES!

VisionStar Welcomes Superior Optical Labs

Superior Optical Labs was started in 1991 in Ocean Springs, Mississippi. Its founders, Hal and Mary Walker and Jon Jacobs, are not newcomers to the industry. Hal started as a frame rep working for Swank Optical for over 17 years. In 1987, he started his own company (Southern Optical Brokers) where he sold frames, optical equipment and other various ophthalmic products. In 1991, he and Jon Jacobs, who had been in the optical business for over 25 years, entered into a partnership, which resulted in the formation of Superior Optical Labs. Soon after, Mary entered the organization where she is now Company President and CEO.

Superior's home is in an industrial complex located in Ocean Springs, Mississippi.

Superior is located in a light industrial park in Ocean Springs, Mississippi. Their building is situated on one acre of land and is 7000 sq. ft. Currently they have a 4000 square feet of existing lab, 2000 square feet for administration and 1000 square feet for future expansion

Superior is a full service lab offering prescription service in CR-39, glass, polycarbonate, and Trivex. Having an in house coating system allows backside coating of all polycarbonate, Trivex and high-index material. Superior consistently ships over 90% of what comes in the same day. The "little extras" at Superior are one of the mainstays for their customer base and loyalty. Superior's equipment is new, state of the art and computer linked, which allows them the ability to turn out high volume and high quality products while keeping track of all work in process. That ability gives their customers instant access to the location of any job in the lab. All work passes a "3 point" inspection, which virtually eliminates "out of tolerance" work from being shipped.

Superior Optical labs have state of the art manufacturing equipment which is computer linked. They currently average 170 to 225 surfacing jobs per day. Superior has, in place, enough equipment and personnel to do approximately 500 to 700 surfacing jobs a day.

Superior's lens processing technology along with a combined total of more than 150 years of optical wholesale experience assures their customers that their work will be returned quickly and as close to perfect as humanly possible

Together, Hal and Mary Walker and Jon Jacobs, have built one of the finest and fastest growing Optical Laboratories in the Southeast. Superior is a member in good standing with the following professional organizations; Optical Laboratories Association, National Federation of Independent Businesses, Mississippi Manufacturers Association, and the Jackson County Chamber of Commerce. In addition, Superior is a Certified Zeiss Vision Expert Laboratory and a HOYA Partner Lab.

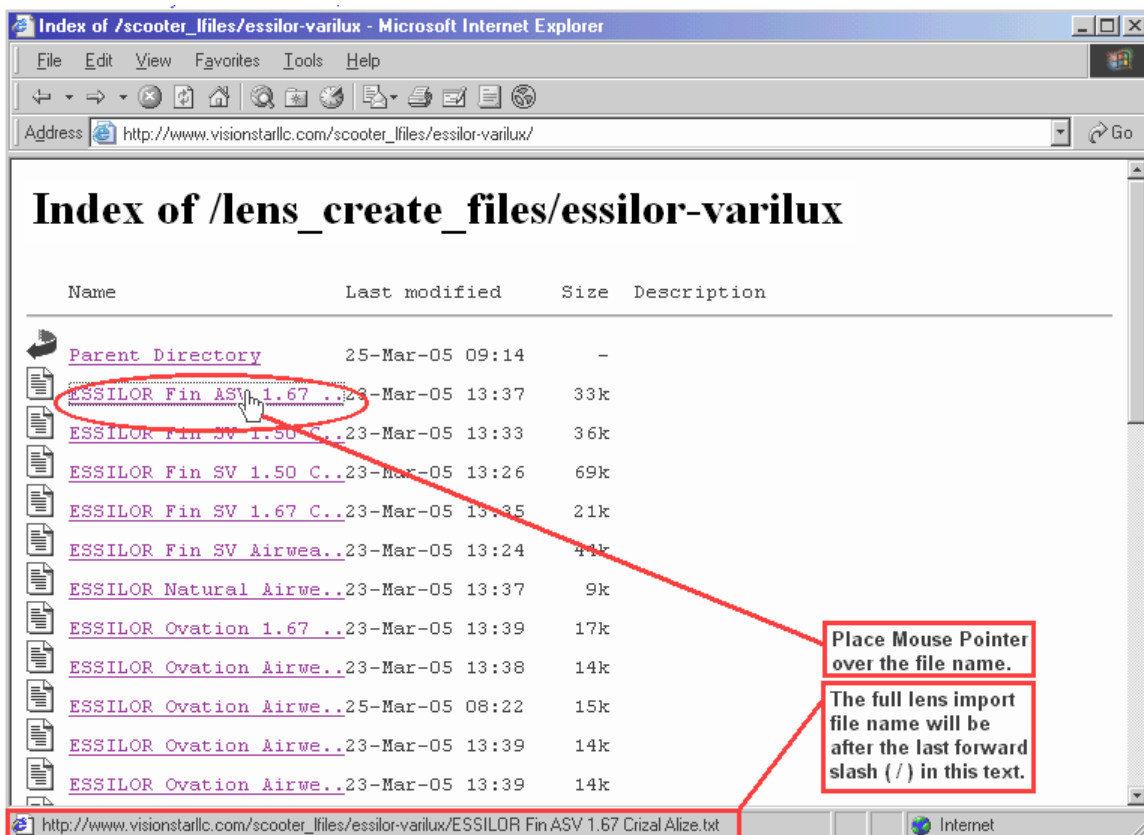Welcome Superior Optical to our customer base!!!

VisionStar - New Features & Functionality

Lens Updates from the VisionStar Website

VisionStar now offers our Customers the ability to download lens information from our website. When you become aware a new product is being announced, please call customer service with the vendor, lens material, and lens style of the new product. We will work with the vendor to collect the information and post it on the website. When it is convenient you can log onto the website and download the information into your system.

Downloading a lens file from the website

1.   Using your web browser go the www.visionstarllc.com
2.   Click on the Resource center button
3.   Click on Lens Create files
4.   Click on the lens manufacturer name for the lens you need to create
5.   Find the lens file you need in the list. To see the lens file name see the illustration below.
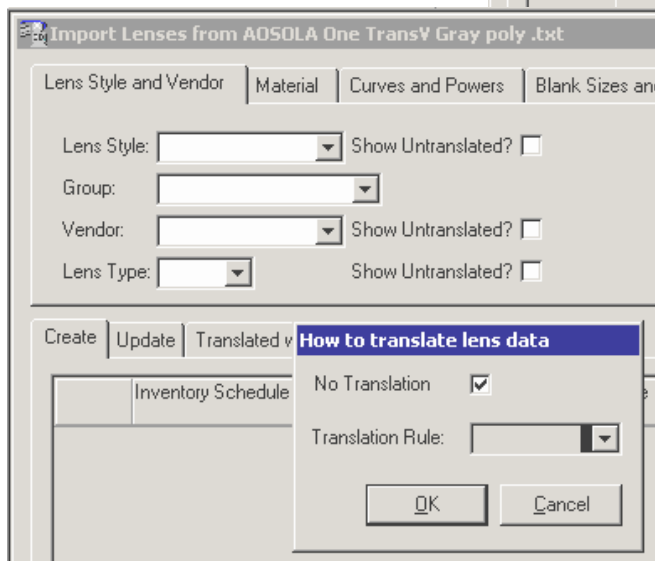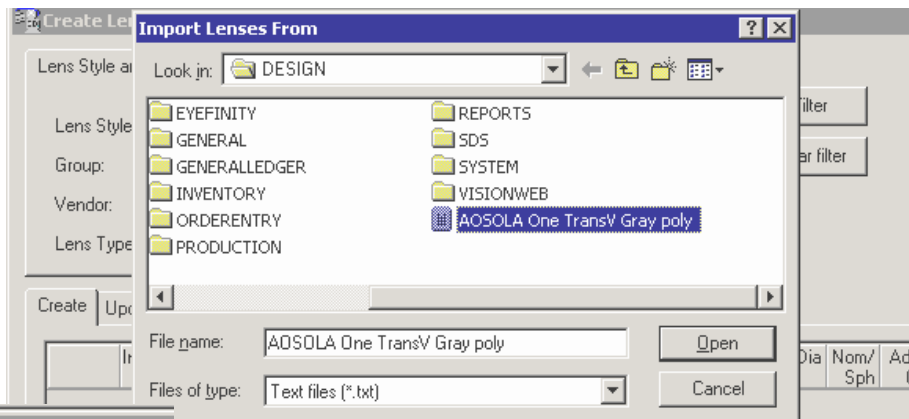

7.   Right click on the file you need and select "Save Target as" from the gray popup menu
8.   In the "Save As" window, select a location on your computer to save the file and click "Save"
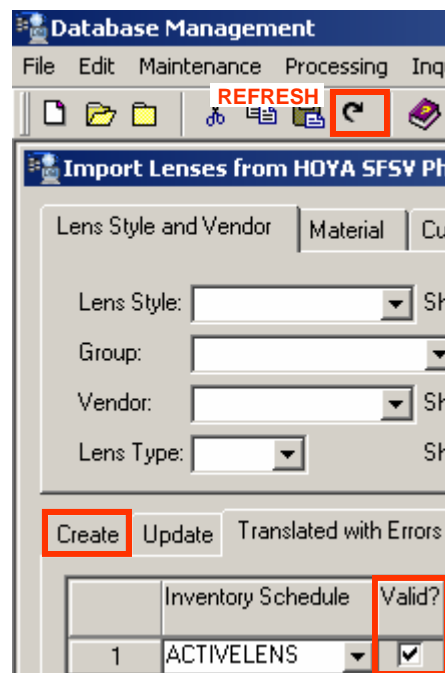9.   The file will download to the location you selected.

VisionStar - New Features & Functionality cont.

When you are ready to import the lens data go into *Database Maintenance* and select *Lens Create* under *Processing* on the tool bar. After the form is displayed select *File* on the tool bar and click *Import Lens File*. The system will prompt you to select the directory where your file has been stored. Once you select the file, click *Open* and the system will prompt if you want to use a specific translation rule.

Translation rules for vendor, lens material, and/or lens style codes can be set up prior to loading the lens data and the system will automatically translate the imported items information into the codes used in your database. If you want to use a translation rule unclick the "No Translation" box and enter the translation rule to be used for this import. If not, just click *OK* at which time the system will import the selected lens information.

Upon completion of the import any items that were not translated will be displayed in red. You can select the inventory schedule, material and lens styles names that you want to use from the drops downs. The system will repopulate these fields with the new values. When this process is complete and all rows have a checkmark in the Valid column, click on the refresh button and the lenses will be moved to the create section that can be found by clicking on the create tab.

To create the valid lenses, select *Edit* from the tool bar and click *Create Lenses*. The Create Lenses results window will appear and the lenses will be created row by row and return a green *Complete* box upon successful creation of that lens. When all the lens rows are complete, click the *OK* Button and the lens creation process is complete.

VisionStar - New Features & Functionality cont.

Remote Order Entry via the Internet

VisionStar is pleased to announce we are in the process of developing a Remote Order Entry system for receiving Rx Orders and returning job status information to Eye Care Professionals via the Internet. The VisionStar Remote Order Entry system also allows the ECP to send frame traces, eliminating the need to send the patients own frames to the laboratory.

The drop-downs display information that is generated from your laboratory system, showing only those items that you have in your database. The form contains numerous validation rules to ensure accurate information is sent with each order thus eliminating errors.

VisionStar will go into beta testing during the middle of July. Once we have completed testing, we will be sending out a packet of information on how each of you can take advantage of this new feature.

Upcomming Events

Look for us at upcoming industry functions.

Event	Location	Date
Schneider Go-Live	Dallas, TX	July, 2005
Remote Order Entry Task Force Meeting	Dallas, TX	August, 2005
Ferreira Go-Live	Trinidad, Port of Spain	August 1-12, 2005
Vision Expo West	Las Vegas, NV	September 14-17, 2005
OLA	Dallas, TX	November 15-20, 2005

Help Desk Hours

VisionStar Help Desk hours are as follows:

Regular Business Days

7:00 am – 5:00 pm PST, Mon-Fri

After Hours

5:01 pm – 6:59 am PST, Mon-Fri

All Day Sat/Sun

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Optical Humor