

In Focus

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VisionStar @ Vision Expo

VisionStar introduced the VisionStar LMS V04 software at Vision Expo in Las Vegas. VisionStar conference attendees included Robin Cassidy, Keasha Behrman, Shane Hammond and myself. This year the exhibit hall attendance reached 9,163 and conference attendance was 3,479 for a grand total of 12,642 eye care professionals.



proud to say that our enhanced marketing generated several new leads and was well received by our existing customers attending the show. As a member of VCA, VisionStar has made a strong commitment to participate in the VCA committee meetings. We strongly feel that it is our responsibility to be aware of what is happening in the industry and to be a part of the groups that are setting industry standards. To that end, we now participate on the following VCA committees:

Data Communications Standards - The data communications committee will be compiling and publishing a list of all equipment that complies with the standard. The committee will begin discussions around developing a standard for communicating with automated laboratory equipment via TCP/IP rather than the standard RS-232 protocol.

VisionStar revealed a new look at Vision Expo by unveiling our new booth and marketing literature.



The booth was designed to enhance our corporate appearance as is the literature and our new web site developed earlier this year. We are

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Optical Trivia

In the year 1672, Isaac Newton's earlier observations on the dispersion of sunlight as it passed through a prism were reported to the Royal Society in England. Newton concluded that sunlight is composed of light of different colors which are refracted by glass to different extents.

VisionStar @ Vision Expo (continued)

(continued from page 1)

Free Form Lens/ Direct Surfacing Standard – A new VCA Direct Surfacing Task Force has been developed to define an electronic data standard for free form lens surfaces.

The current OMA standard can be readily extended to include the needed data fields and xyz points describing the lens surface.

The task force has been divided into two teams: one with a technical focus, the second with a commercial focus.

Remote Order Entry Standard – Several years ago the LPT Division initiated VCA

to work on a standard for remote order entry. Little progress has been made on this standard except for creation of a standard for fax orders.

At the Remote Order Entry (ROE) standards meeting, it was agreed that the ROE task force would reduce its scope from a broad based standard encompassing all ophthalmic products to the development of an XML standard specifically for remote ordering of prescription lenses.

In addition to these meetings VisionStar attended the AR Council Technology Meeting, the VCA Statistics Committee Meeting and the OWA reception.

On Monday September 22, Robin, Keasha and I made a presentation to the OSI Buying Group, providing their membership with an overview of the VisionStar Laboratory Management System LMS V04. It was great fun and we met many key players from laboratories throughout the United States.

You can look forward to seeing us at the OLA and Vision Expo West 2004.

Sincerely,

*Dave Greer
President/CEO
VisionStar, LLC*

Upcoming Events

Please look for us at the following industry functions:

**COLA
OLA
Optical Synergies
Vision Expo East
MOLA**

**Palm Springs
Orlando
Marco Island
New York
Kansas City**

**Oct 30 – Nov 1, 2003
Nov 20-22, 2003
February, 2004
Mar 26-28, 2004
May, 2004**

VisionStar was planning on having a User Group meeting, March 2004, in coordination with Vision Expo East, however, we have received very little feedback regarding this event from customers. Therefore, we are considering moving the User Group meeting to September 2004, in coordination with Vision Expo West. Please email Dave Dluhosh at dave.dluhosh@visionstarllc.com with any comments, questions or suggestions about a VisionStar user group meeting.

Employee of the Quarter *Optical Humor*

Robert Buchanan-Linebaugh

Robert Buchanan-Linebaugh has been selected employee of the quarter for his contributions in the Navy go-live effort. Robert took on the position of project manager in addition to his normal



programming duties with energy and commitment. He worked with key people to identify the needs for the project and quickly developed a project plan and timeline for each person on the development team and worked to solve any problems that arose.

His organization and

attention to detail contributed greatly to the success of the Navy go-live. THANK YOU Robert for your hard work and many late hours and weekends!

BIZARRO *Piraro*



New Employees / Promotions

Regina Sampson (new employee)

Regina Sampson joined the VisionStar team in August as our Director of Accounting.

Regina, recently relocated from Oklahoma, brings to us a wealth of knowledge regarding accounting processes and procedures. While in college, she worked as an accounting clerk for a local accounting firm. After graduating from East Central University in Ada, Oklahoma with a B.S. in accounting, Regina accepted a staff accountant position with a local firm. Utilizing her skills along with an aggressive attitude to succeed, Regina was promoted to Audit Manager within her first year.

We are very happy to welcome Regina to VisionStar.

Bill Davis (returning employee)

After a seven year absence, Bill Davis has returned to VisionStar as an Account Manager for Cole Vision. Bill started working for the optical division of CMSI (a predecessor to VisionStar) in 1982. Bill worked for CMSI and BRC for about 14 years before taking a job with Merant, a software company that provides tools for program developers. We are happy to welcome Bill back to VisionStar.



Customer Profile *Balester Optical*

Balester Optical Company is a family-owned and operated, independent, full-service optical laboratory. We provide high-quality, realistically priced ophthalmic products and first-class service to our customers in Pennsylvania, New York, New Jersey, Maryland, Delaware, New England and even some as far afield as Texas.

Balester will be celebrating our 70th anniversary in 2004. Our company was founded by Fred J. Balester, Sr., in 1934 in the basement of his home in Wilkes-Barre, Pennsylvania. In the 1940's he was joined by his sons, Fritz and Jim, and the company became Fred J. Balester and Sons. The post-war years brought rapid expansion, including the erection of what was, to the best of our knowledge, the first building ever built by and dedicated solely to the operation of a wholesale optical laboratory. We soon outgrew that building, too,

and in the early 1960's we moved to our present location, in a site with more room for expansion. Today we have 102 employees, including four on-the-road sales consultants, with an average of twelve years each with our company.



BALESTER OPTICAL CO.

"Quality is most important"

Our VisionStar system went live in June of 2002. It was a big change for us, and pretty scary for some of our employees who felt they weren't computer-savvy enough to adapt. But, thanks to the heroic efforts of our own IT people, Charlanne Hick and Bob Kokinda, and the help and cooperation of the VisionStar staff, we quickly overcame the initial bumps in the road. More than a year later, everyone is using the system quite

comfortably — although all of us are still on a learning curve.

We are now able to provide our accounts with faster, more accurate information about their orders, with no increase in our Customer Service staff. In fact, we can provide *more* services than ever before, and we continue to become more and more pro-active about keeping our customers informed. We have a great deal more control over the issuing of credits, and have managed to curtail credit errors and abuses to a large extent. We are constantly discovering new ways that this amazing new tool can help us reduce spoilage, improve efficiencies, and maximize profitability. We're glad we made the decision to go into the future with VisionStar!

Sincerely,

Heather Balester
President
Balester Optical Company

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

VisionStar will be closed for the following Holidays:



Thanksgiving

November 27, 2003
November 28, 2003



Christmas

December 24, 2003 (½ Day)
December 25, 2003
December 26, 2003



New Years Day

December 31, 2003 (½ Day)
January 1, 2004

Current Releases

Operating System Upgrades

As many of you know, VisionStar is in the process of upgrading our customer's operating systems to Oracle 8.1.7.4 and Unix 11.i. In order for us to complete this process, many of our customers had to purchase additional memory and/or disc capacity. Quotes have been sent out to those customers that require equipment for the operating system upgrades.

It is critical for customers to receive these upgrades to continue receiving new versions of the VisionStar V03 and V04 software. VisionStar has incorporated functionality used in these operating system versions to improve performance and fine-tune their applications.

Due to the complexity of these upgrades, they will

need to be implemented over a weekend. VisionStar can complete these upgrades remotely for those customers that have an Internet connection. For those customers that do not have Internet capability, arrangements will have to be made to have VisionStar on-site during the upgrade. Please call Dave Bluehosh to schedule this upgrade as soon as possible.

VisionStar has also informed many customers that when we upgrade to the next version of Oracle (V9.2), this version will require a 64-bit system. While many of the older systems can be converted to 64-bit, the mux panels on those boxes will no longer function. VisionStar is researching various options at this time and will be sending out a global email to our customers that will provide them with an overview of these options.

Website News

Official Press Release

VisionStar Unveils New Web Site

VisionStar releases new web site to provide a source of product information and as a tool to support the VisionStar Lab Management System (LMS) user community

PORTLAND, Oregon – October 1, 2003 – VisionStar, in collaboration with Kizzar Advertising of Portland, Oregon, has developed a new corporate web site www.visionstarllc.com that began operation on September 9th. The site has been designed to provide prospective customers with a comprehensive overview of VisionStar's products and services. Additionally, current clients can download release notes and the company newsletter. Future plans include the ability to download patches, lens updates and sag codes.



The website provides product overview along with general information and links to screen shots, which include highlights of features and functions of VisionStar's LMS V04 system. Links to all of VisionStar's technology and industry partners have also been integrated into the site.

Keasha Behrman, Director of Sales for VisionStar commented, "VisionStar's new web site enables anyone seeking knowledge of VisionStar's products to quickly understand the benefits that come from using VisionStar LMS V04 system"

NOSTRA Press Release

VisionStar Completes Installation of the Optical Fabrication Automated Management System (OFAMS) for the Naval Ophthalmic Support and Training Activity (NOSTRA) Lab



VisionStar installs the new VisionStar Lab Management System (LMS) V04 at NOSTRA with integration to SRTS - the Armed Forces Worldwide Medical Ordering System and other armed forces systems.

PORTLAND, Oregon – October 1, 2003 - The mission of NOSTRA is to support the readiness of the Armed Forces by providing timely fabrication and worldwide delivery of quality eyewear. NOSTRA's motto is, " We provide the sight to fight"

NOSTRA has the optical mission for all branches of the Armed Forces. The NOSTRA lab at Yorktown is the military's largest production facility. During times of war, the daily lab production may exceed 5,000 pairs of eyewear per day.

To meet their mission, NOSTRA issued a Request for Proposal (RFP) for OFAMS, a new optical fabrication and management system. OFAMS requirements included integration to government ordering and reporting systems. The specifications included tools for statistical process control, job flow and the ability to maintain detail on each and every job produced for an unlimited period of time.

Vision Star was selected by competitive bidding to provide the new OFAMS. Vision Star LMS V04 uses the Oracle Database, which provides the capabilities for complex reporting and unlimited detailed data retention. Vision Star completed the custom development and implementation of the new OFAMS in seven months from the issuing of the contract to full operation in the lab.

Robin Cassidy, Executive Vice President of Vision Star, who personally oversaw the implementation of the new system said, "This was a huge project with a very short timeframe. The NOSTRA people were great to work with. Their professionalism and commitment to the project assured us of success."



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