

easyscan

three minute eye care test

... is a Retinal exam, bringing the optical retailer
a profitable consumer eye care experience, packed in a new,
unique and straightforward turnkey concept,
based on premium hospital technology, in only three minutes...

...This helps the consumer in a more natural and
logical way to make a better lens choice by following
science and research in stead of ordinary sales talk...

HOYA



One pair
of eyes
that's all
you've
got!



HOYA

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a **TURN-KEY** solution
for optical retail
to **BOOST REVENUE** by

- ✓ Differentiation
- ✓ Increasing traffic
- ✓ Expert positioning
- ✓ Maximizing conversion
- ✓ Upselling premium lenses

HOYA



EasyScan

Premium retinal imaging in an
easy to use and award
winning design



Modular training

Anatomy
How to use
Business implementation
Interpret images



Custom made script

Full support for messaging and
customer flow to maximize
conversion and upselling



Marketing pack

Easy to integrate marketing
materials to drive traffic and create
demand

Return On Investment

< 1 year, customer case proved