

HIGHLIGHT OF THIS ISSUE

iCoat at OPTOWEST 2010

iCoat would like to invite you to visit our booth #215 at OptoWest 2010 between April 9th and 10th in Indian Wells, CA.

There are a lot of very positive changes happening in the optical industry and a lot of exciting changes happening at iCoat. We invite you to stop by our booth and spend a few minutes discussing some of the new products and services we are offering this year. We're tailoring our business to help you be more profitable and to provide you with the best, most technologically advanced eye care products for your patients.

iCoat is also giving away **free exhibit hall passes** to its valued customers for OPTOWEST 2010.

To get your free exhibit hall pass please email us at info@icoatcompany.com or call at 800.832.2628.

RxWizard – Order Online

RxWizard is a utility tool designed to place orders, track orders, archive and reorder jobs with a few clicks. It allows real time job status of all in-process orders. It is customized to iCoat's lab and offers precise availability of lens styles and materials and enables easy and accurate placements of your orders.

iCoat also accepts orders through other online portals such as **Eyefinity** and **Vision Web**. Ordering your jobs online will not only save you time but also help eliminate errors and ensure precision.

**OPTOWEST 2010
BOOTH # 215
INDIAN WELLS, CA**

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Greatest Challenge – when selling AR.

CHALLENGE	YEAR 2009
Past Problems	31%
Price Resistance	25%
Smudging	15%
Delivery Time	4%
High Costs	8%
Scratching	13%
No perceived need	5%

** Source: 2010 Market Study – Eyecare Business

What is the greatest challenge that the ECPs face these days when it comes to selling AR lenses? According to a recent study performed by Eyecare Business, a division of Wolters Kluwers Health, a majority of consumers still considers product performance to be the number one priority. Consumers have had their share of bad experiences with AR in the past. But the recent advancements in the thin film coating technologies have addressed most of these issues.

It is the responsibility of the eyecare practices to educate consumers and help them alleviate their bad experiences. Today's premium AR lenses are not only durable and highly scratch resistant but also have superior anti-static properties and super oleophobic properties. Combined with all these features, the AR technology of this generation can bring about the difference in vision that consumers wish to experience.

ECPs can do this by performing demonstrations with counter top point-of-sale displays showing the difference between AR coated and non-AR coated lenses. ECPs can also perform simple tests such as demonstrating the "cleanability" feature of the premium AR lenses by doing a fingerprint test on an AR coated lens versus a lens with no AR coating. They can also use a post-it note to demonstrate the slipperiness of the premium AR lenses. Post-it notes will stick to an uncoated lens but not to a premium AR lens. A steel wool test is a good test to demonstrate scratch resistance. We also recommend using appropriate point-of-sale brochures and having the entire office staff wearing AR eyewear.

In addition, presenting consumers with choices helps build confidence in their purchases. Offering a "Good, Better and Best" AR selection will help patients understand what to expect when purchasing AR lenses.

Best AR <i>Ex. Stainless</i>	Super Oleophobic + Super Hydrophobic + AR + Dip HC + Primer <i>Most durable, easy to clean and keeps cleaner longer, best value</i>
Better AR <i>Ex. Vivix</i>	Oleophobic + Hydrophobic + AR + Dip HC + Primer <i>Durable, easy to clean, hydro and oleophobic top coating</i>
Good AR <i>Ex. Fusion 5 XTO</i>	Oleophobic + Hydrophobic + AR + Spin HC <i>Hydro and oleophobic top coating</i>

For more information on premium AR lenses available from iCoat and to order point-of-sale demonstration materials please contact us at **800.832.2628** or email us at info@icoatcompany.com.