

Virtual Eyewear
FramesDirect.com

Dr. Dhavid Cooper, CEO



Virtual Eyewear – New Reality?

- ...has been for over 10 years
- How did it begin?
- What is the status now?
- What is the vision for the future?

» First, some background



Background?

- O.D.'s
- Masters Degree in Physiological Optics
- Lectured at University of Houston
- Started first practice in 1985

» Taking care of business



Taking care of business

- 1985 to 1995
- Opened additional offices
- Sold everything in 1995

» Took a year off



It's 1996 – what now?

- Wanted a lifestyle
- Rented space in a 6 story building
- 24/7 Nationwide
- Asked where will profession be in 15 years?
- No clue what it was going to be
- Met everyday to brainstorm ideas

» What's the Internet?



What's the internet?

- FrontPage Software
- 8 sunglasses
- Phone call
- Hmm...that's an interesting idea
- FramesDirect.com is born

» An intense education



O.D. to IT

- Immersed to understand technology
- How do sites rank in the search engines
- How to set up a datacenter
- What are web servers, data servers, routers, switches, meta tags, html code, Active Server Pages, stored procedures, firewalls, load balancers, query strings etc.

» New paradigm?



Is this a new paradigm?

Can we create a paradigm shift for purchasing eyewear on the web?

» Set up key elements



Core elements of the model

The model we came up with embraced the following principles:

- Maintain the integrity of the brands
- Quality first
- Price sensitive not price discount
- Exceed expectations

» Brand integrity



Protect Brand Integrity

- Maintain the integrity of the Brands
 - unique position in search engines
 - consumer thinks we are the brand
 - protect the cost of branding
- » Quality first



Obsessive Quality

- Quality
 - everything had to be first rate
 - quality control
 - shipping
 - lens material
 - 100% accuracy
 - no second chance

» Price Sensitive



Price Sensitive

- Price Sensitive not Price Discount
 - cost of running an expensive business
 - long term vision to be market leaders
 - superior technology
 - outstanding service
 - not price blind

» Exceed Expectations



Exceed Expectations

- Exceed Expectations
 - establish a sense of trust
 - especially for new web purchasers
 - optician calls every customer
 - doctor involvement
 - hands on

» Does it work?



Does it work?

- Can eyewear be purchased on the web?
- Can frames be tried on?
- Can prescriptions be filled?
- What about Single vision lenses?
- And Multi-focals?
- Can designer sunglasses be ordered?

» Yes



Yes

Yes to all of those questions.

We do it every day for tens of thousands of web customers a year.

How?

» Key elements



Key elements

- Proprietary backend technology

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Through this page you can add, modify and delete campaigns and banners.
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Custom build

- Developed customer service module
- Lens selection module
- Prescription sunglass module
- Backorder module
- Contact lens module
- Ordering module
- Search engine module
- Prescription upload module
- Returns/Exchange module
- Quality Control module
- Video module
- Shipping and Receiving module



Ground breaking Technology

- FrameFinder Virtual Try-On

FRAMEFINDER
virtual eyeglass Try-On™

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Select to View:
☒ eyeglasses ☐ sunglasses

Designers Shapes Materials Upload Photo



Use Mouse to Position Frames

MALE ▶

Designers

a) Small frames - Top

Frame: 1 of 52

(Page 1 of 6)



◀◀ MORE ▶▶

Add Frame to Favorites | View Favorites

Designer: a) Small frames - Top Designs
Model: 1154
Gender: Unisex

Price: (USD) 77.31
Color: Dark Gunmetal
Size: 46/19 - 140 mm

What's This?

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☒ eyeglasses ☐ sunglasses

Designers Shapes Materials Upload Photo

Plastic

Bebe

Frame: 4 of 14

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Chica



Envy



Eye Candy



Get Fresh



Le Hot



Made Up



Marlowe



Moody



Helly

◀◀ MORE ▶▶

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MALE ▶

Designer:	Bebe	Price:	(USD) 107.36
Model:	Get Fresh	Color:	Back in Black
Gender:	Female	Size:	48/15 - 135 mm



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Fashion friendly

- Sunglasses

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Live Help
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Select to View:
☐ eyeglasses ☒ sunglasses
Upload Photo



Use Mouse to Position Frames

MALE ▶

▶ Designers ▶ Shapes ▶ Materials ▶ Price ▶ Eyesize ▶ Temple Size

Frame: 1 of 49

Felxon | Gucci

(Page 1 of 6)



Add Frame to Favorites

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SELECT FRAME COLOR

Designer: Oakley
Model: Behave
Gender: Female

Price: (USD) 175.00
Color: Berry
Size: 62/17 - 0 mm

 **What's This?**

Add to Cart

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What about lenses?

- Started with sunglasses
- Then frames
- Single vision lenses?
- Progressive lenses?
- Mathematical calculations for seg height
 - Ran test
 - Worked
 - Use exclusively



And prescription sunglasses?

- Custom prescription sunglass tools

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Serengeti Prescription RX Sunglasses

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Serengeti Prescription RX Sunglasses: Fill your prescription in Serengeti frames for the ultimate RX sunglasses. Get superior technology of Serengeti prescription sunglasses. Serengeti T-shirt with sunglasses purchase.


William C. from Arlington, VA

"My glasses were just delivered and I am as happy as I could possibly be. You guys are great. Let me tell you, I have had all kinds of prescription sunglasses over the last 25 years, and I have never been satisfied with any of them. I've had Oakley, Ray Ban, all sorts....and the people always just popped out the good lenses and put in cheap prescriptions. The frames never accepted the lenses properly and I was always angry. Not this time. I'll tell you I will spread the word, you will get business from this, in fact you



Created a prescription sun tool

- Smart Sun Calculation



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Oakley Prescription sunglasses Behave Sunglasses


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Giorgio Armani
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Kate Spade
Marc Jacobs
Maui Jim
Oakley
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Persol
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Polo
Prada
Ralph Lauren
Ray Ban
Ray Ban Juniors
Roberto Cavalli


Direct from the Doctors
Authenticity Fair Price Easy Shipping Security

Oakley Prescription sunglasses



Drs. Hodgson and Cooper


Frames Direct > Prescription Sunglasses > Oakley Prescription sunglasses > Behave

 **Select Currency**

Model Name: Oakley Prescription sunglasses Behave

Gender: Women's
Material: Plastic
Color: Berry

Frame 1 of 113 **Next**

































Larger View

Frame Color: **Berry**

Lens Material: **Plutonite**

Lens Color: **Black Iridium**

Color Chart: Click an image to change lens color

Selected Lens Color
Black Iridium
Passes 10% Light
Blocks 90% Light

Protected Images
click here

About Oakley HD

Oakley Prescription sunglasses Sunglasses Catalog

(USD)
175.00
204.00



Customer Service

- Focused staff
 - New paradigm
 - Work remotely
 - Trained opticians
 - Expert departments



Interact with consumer

- Walk-on video



Ray Ban
Video



CEO Welcome
Video



Costa Del Mar
Video



Personalize brand message

- Talking to patient in the dispensary

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Neither rain, nor sleet, nor smudge, nor dust can stop the AR lens that's made to stay clean.

Introducing Crizal Avancé™ with Scotchgard™ Protector



NEW Crizal Avancé with Scotchgard Protector lenses offer:

- Market-leading cleanability
- Cleanability that lasts for the life of the prescription
- THE best durability in the market

Protector - The AR lens that's made to stay clean.

Essilor of America, Inc. has teamed with 3M Company to debut a state-of-the-art lens, Crizal Avancé™ with Scotchgard™ Protector, the Anti-Reflective lens that's made to stay clean. This exciting new generation of Crizal® lenses offers customers an unprecedented level of lens performance, cleanability and clarity.

Crizal Avancé™ with Scotchgard™ Protector lenses offer patients the best available AR technology by combining

Dr. Cooper Video
Crizal Lenses



Promotional tool

- Emphasizing specific promotions

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Ray Ban Sunglasses

Classic Ray Ban Sunglasses offer quality, style and exceptional value. The timeless shapes of Ray Bans are always in style. Generations of Ray Ban Sunglasses wearers will be forever cool. Nothing looks as good, or works as good as a Ray Ban. Free T-shirt with purchase.

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RAY BAN Prescription Sunglasses



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RAY BAN Aviator 3025



Top Seller

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RAY BAN Colorize

Frames **1 - 99 Of 133**



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Ray Ban
Video



Highlight unique brand features

- Tell your story visually

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Prada Eyeglasses
Ray-Ban RX
Roberto Cavalli
Tom Ford Eyeglasses
Tommy Hilfer



0:33 / 0:54



GUCCI | **OAKLEY** | **BEBE** | **WILEY X**


PRADA Sunglasses
Designer Eyeglasses too...

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RAY BAN Sunglasses
FREE Ray Ban T-Shirt...

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TOM FORD Eyeglasses
Provocative Eyewear...


RIMLESS Eyeglasses
"Silhouette, my favorite!" ...Dr. Hodgson


Roberto Cavalli

roberto cavalli
ROBERTO CAVALLI Sunglasses
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Maintain constant communication

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MAR 20 **Ray Ban Colorize Sunglasses w/Free Gift Bag**
Filed Under Eyewear | [Leave a Comment](#)

RAY-BAN COLORIZE NOW AVAILABLE
Free Gift Bag with Purchase



Be among the first to get the new Ray Ban Colorize Collection Sunglasses! The entire Ray Ban Colorize Collection was recently released internationally and now it is available in America. Movie stars flaunt them, musicians rock them, and now you too can own them.

Ray Ban has always been famous for their iconic sunglasses like the Wayfarer,



This generations tools

Social Media

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook

The Twitter logo, featuring the word "twitter" in a light blue, rounded, lowercase font with a white outline.

twitter

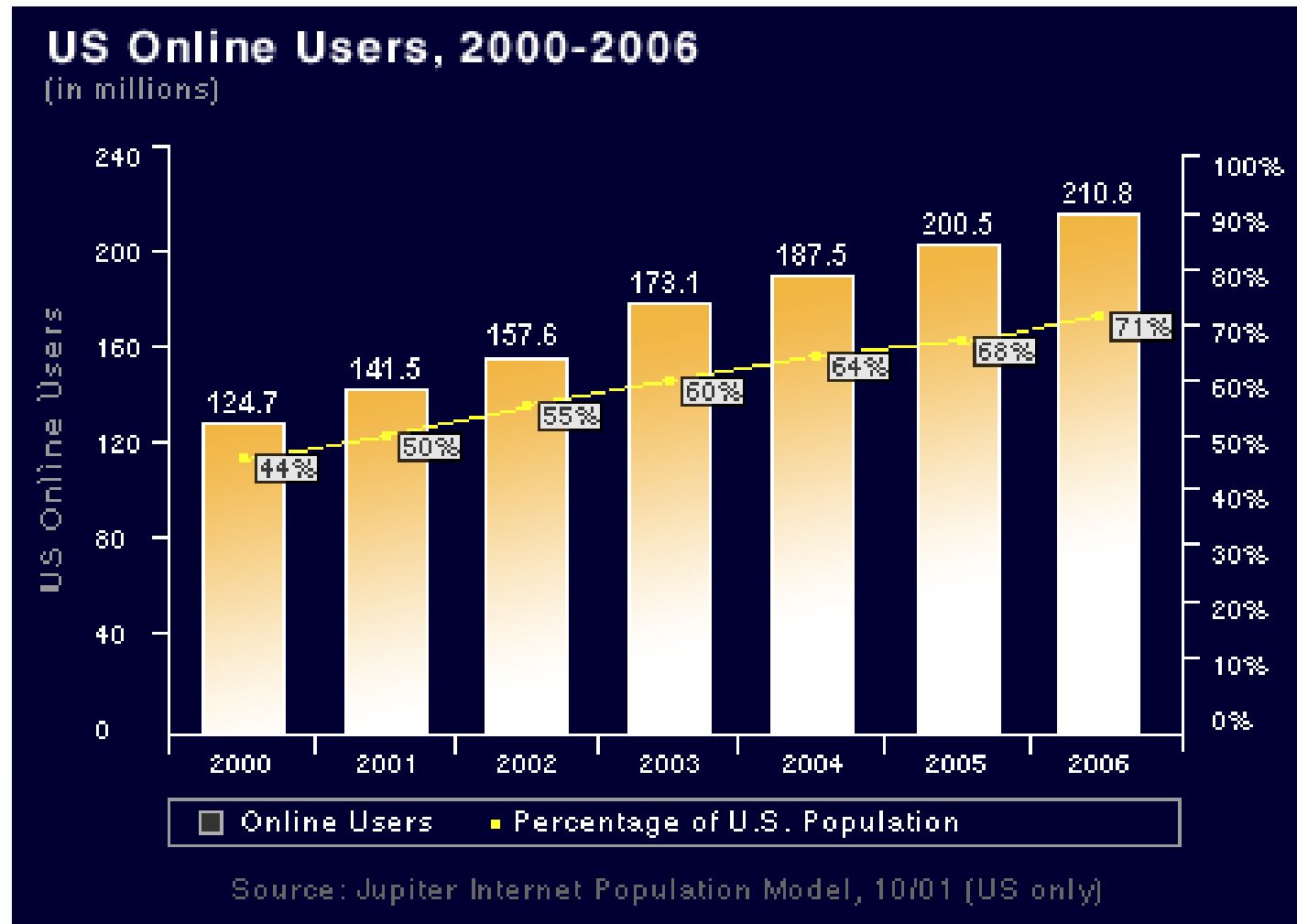
Who is the audience?

- 69% of the US population using internet
- **232,655,287 users**
- Or 19.8% of internet users in the world
- 4 times that use the web outside the US
- **930,621,148** about a billion outside US

» Online growth



Online growth



Is anyone looking for eyewear?

- In the US alone there are:
 - 922,096 searches for “eyeglasses”
 - 656,481 searches for “contact lenses”
 - 468,339 searches for “sunglasses”
 - 98,560 searches for “Oakley sunglasses”
 - 88,358 searches for “Chanel sunglasses”
 - 38,532 searches for “Gucci sunglasses”

» How often



Every Month!



Other searches of interest

- Crizal 5,400
- Essilor 12,400
- Prescription lenses 27,100
- Progressive lens 18,600
- Varilux 8,100
- Zeiss lens 14,800
- VSP 32,000
- Marchon 1,500
- EyeMed 13,000



Who is searching?

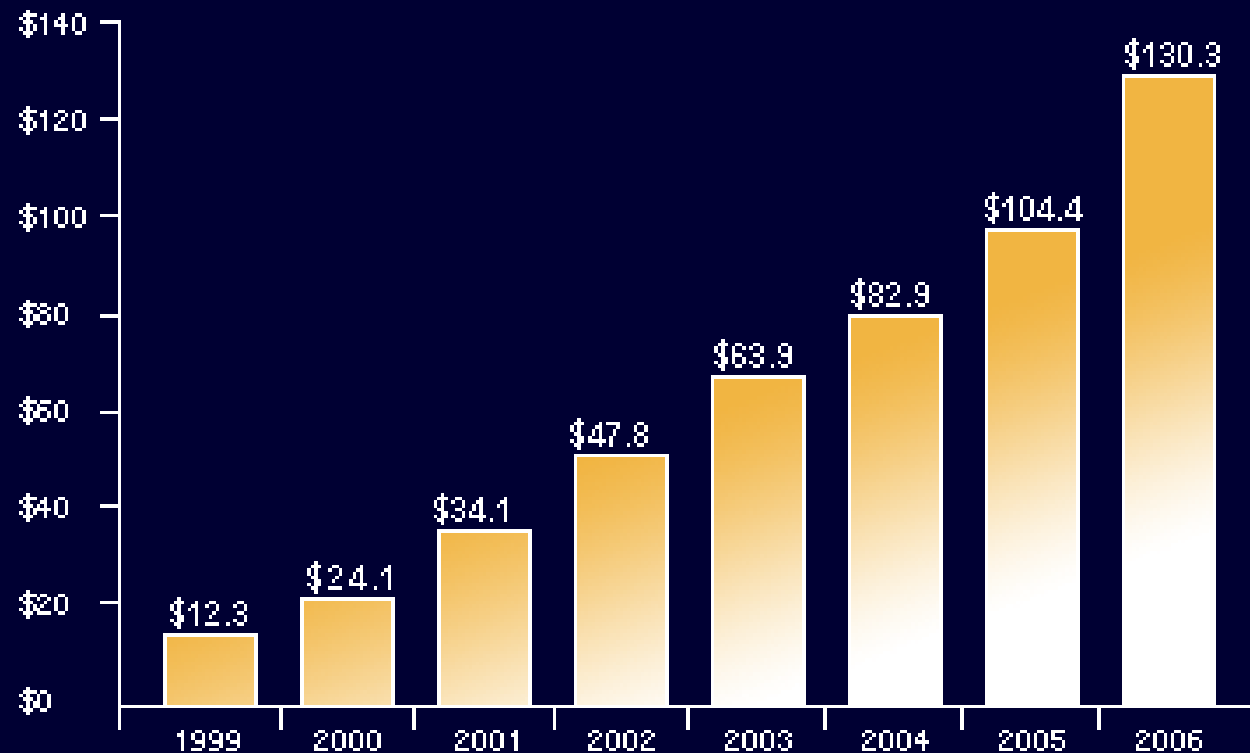
- 69% of adult women use the web
- 71% of adult men use the web
- 83% of age group 18-29 use the web
- 82% of age group 30-49 use the web
- 70% of age group 50-64 use the web



Online spending

US Online Retail Revenues, 1999-2006

(in billions)



Note: Excludes Travel, Prescription Drugs & Auto

Source: Jupiter Internet Shopping Model, 5/01(US Only)



What are they looking for?

- Information
- About products
- About services
- Trusted sites
- Convenience of buying online

» What about the visitors?



Our visitors

The 30,000 or so new visitors that come
to our site each day...



Arrived passively

- Were not solicited
- Were not advertised or marketed to
- They had a need
- And went to the web to get it filled

» New paradigm



New paradigm

- That's a huge paradigm shift
- The old paradigm - TV/Radio
- Captive audience
- Then the power of the remote arrived
- Users could tune out unwanted messages
- But with the internet...
 - » Who is in control?



You have no control

The user is in **CONTROL**



They decide

- What they want to see
- What they want to search for
- Turn off a pop-up ad in half a second

» So we asked the brands



So we asked the brands

- Expand your brand to the web?
- Increase your market share on web?
- Leverage our web presence
- Get your message out to millions

» We don't create brands



We don't create brands

- We don't want to create eyewear brands
- We represent brands
- We present brand to the consumer
- And sell products

» We suggested...



Ways for us to work together

- Create an inventory live XML feed
- Using our resources to plan inventory
- 30% of the products are on backorder
- Send new releases in email form
- Not only to the OD – to the CUSTOMER
- Huge branding opportunity

» What's ahead



Leverage Social Media

- It's a different world out there
- We as an industry need to get on board

» A Virtual Consultation?



Virtual Consultation

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☐ eyeglasses ☒ sunglasses

Designers Shapes Materials Upload Photo

on | Gucci (Page 1 of 6)

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Choose your method:

Live Chat

Phone Call

E-mail



MORE

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Use Mouse to Position Frames

MALE

SELECT FRAME COLOR

Designer: Oakley

Model: Behave

Gender: Female

Price: (USD) 175.00

Color: Berry

Size: 62/17 - 0 mm

What's This?

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How can I help you in Moscow?



I am looking for plastic sunglasses



FRAMEFINDER

Designers Shapes

Frame: 1 of 49 Fe



Behave



Belong



Bottle Cap



Crosshair



Crosshair S



Dart



Disobey



Eternal

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SELECT FRAME COLOR

Use Mouse to Position Frames **MALE ▶**

Designer:	Oakley	Price:	(USD) 175.00
Model:	Behave	Color:	Berry
Gender:	Female	Size:	62/17 - 0 mm

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What's possible in the future?

- Limited only by our imagination



Thank you

