Frames Data®
PRICE BOOK
FEBRUARY 2013

NIKE

Frames Data
QUARTERLY

Frames Data
QUARTERLY DVD

Frames Data
TRACING POINTS

Frames Data
SPEX UPC
MARCH 2013

Frames Data
TRACING POINTS
MAY 2013

Frames Data
SPEX UPC
MARCH 2013

There's a
Frames Data product
for every eyecare business.

Frames Data®

WHY FRAMES DATA?

Even a little inefficiency, like taking time out to look for frame information, can add up to hours of unnecessary manual work and lost productivity. At Frames Data, our goal is to help eyecare practices cut down on inefficiency, save you money, and help you better serve your patients!

How can Frames Data help you? Frames Data is the ULTIMATE source of frame information for the optical industry, compiling data on thousands of frame styles into one database, updating it daily, and delivering it to you as a usable print or electronic product. How you access and use this information depends on your particular needs: Do you prefer tangible, paper magazines? Or is your business entirely paperless? Are you an optical dispenser, a laboratory, or does your practice have both?

Read on to learn more about how Frames Data can help your frame dispensary or optical laboratory be more effective today.

TABLE OF CONTENTS

FRAMES DATA
QUARTERLY

DETAILED FRAME INFORMATION IN AN EASY-TO-USE PRINT GUIDE.

Frames Data Quarterly helps you quickly find frame details, including sizes, colors and manufacturer contact, so you can easily meet all your patients' frame needs.

Frames Data Quarterly subscriptions include 4 print Quarterlies (Spring, Summer, Fall and Winter), 12 issues of Price Book, the twice-a-year Lenses Product Guide, the Review of Cornea & Contact Lenses Annual Contact Lens Guide (by request), an annual Surfacing and Finishing Product Guide (by request), an Annual Diagnostic Instruments & Equipment Product Guide (by request), as well as access to Frames Data Online, our powerful online frame search.

- Easy to use - find frames, sizes, and colors faster!
- Up-to-date wholesale pricing delivered monthly in Price Book
- Access to Frames Data Online —
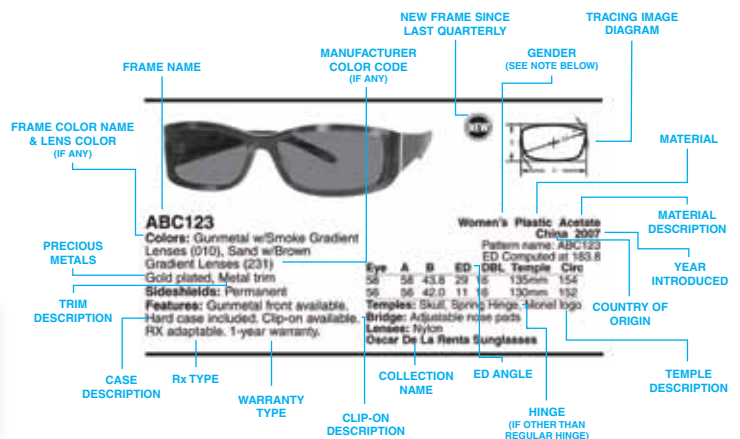 *Features full-color images and a powerful search engine updated daily.*

ADDITIONAL FEATURES:

- Manufacturers & Importers Guide/Contact information
- Designer Collection Guide
- Numerical/Alphabetical frame indexes
- Accept VSP insurance? Your Frames Data subscription allows you to see wholesale pricing in your Eyefinity claims - no more looking up prices!

> **Accept VSP insurance?**
>
> Your Frames Data subscription allows you to see wholesale pricing in your Eyefinity claims – no looking up prices!

SAMPLE LISTING

FRAMES DATA
QUARTERLY DVD

THE BEST OF BOTH WORLDS: ELECTRONIC & PRINT!

Frames Data Quarterly DVD is an excellent choice for practices that have a computer in the dispensary but also wish to receive Price Book in print. It helps you quickly find find frame details, including sizes, colors and wholesale pricing, so you can easily meet all your patients' frame needs.

A subscription includes 4 quarterly DVDs (Spring, Summer, Fall and Winter), 12 issues of Price Book, the semiannual Lenses Product Guide, the Review of Cornea & Contact Lenses Annual Contact Lens Guide (by request), an annual Surfacing and Finishing Product Guide (by request), an annual Diagnostic Instruments & Equipment Product Guide (by request), as well as access to Frames Data Online, our powerful online frame search

- Browse and search for frames on your computer via the included Frames Data software

- Use with select third party practice management software (see the compatibility chart on page 8)

- Up-to-date wholesale pricing on the DVD with monthly updates in Price Book

- Access to Frames Data Online — features full-color images and a powerful search engine updated daily.

ADDITIONAL FEATURES:

- Optional patient contact information storage in the included software

- Choose to display wholesale price, retail price or no pricing at all for safe patient viewing

- Accept VSP insurance? Auto-populate wholesale pricing in your Eyefinity claims

- Licensing is required for multiple location practices. Please call 1-800-821-6069 ext. 2 to inquire.

Licensing is required for multiple location practices.

Please call 1-800-821-6069 ext. 2 to inquire.

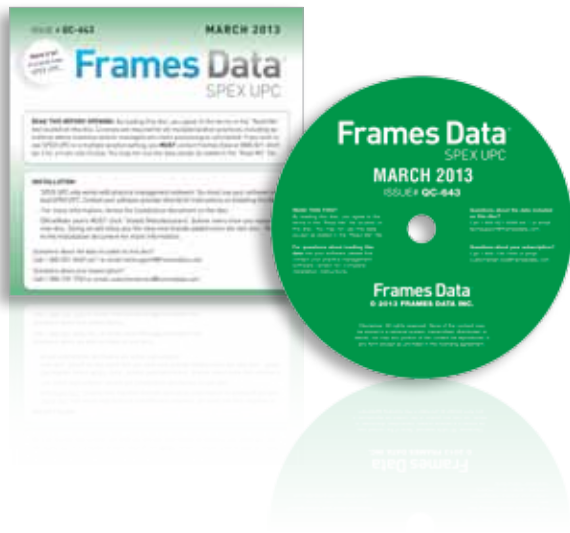Frames Data Online is included with your subscription

SPEX UPC

THROW MANUAL, TIME-INTENSIVE PROCESSES—LIKE LOOKING UP AND ENTERING FRAME INFO BY HAND — OUT THE WINDOW!

Do you use a practice management software? If so, make the most of your investment with SPEX UPC. It's electronic frame information (prices, UPC codes, style names etc,) that can be loaded directly into your software. Because the data isn't entered by hand, your data entry work is drastically reduced. The result is better productivity, accurate inventory records and an overall faster, more efficient inventory work flow.

A subscription to SPEX UPC includes 12 monthly issues of SPEX UPC on CD-ROM and access to Frames Data Online, our website's powerful frame search.

- Spend more time helping patients, less time updating inventory manually
- Make use of your software features like inventory reporting and bar code scanning*
- Set retail rates automatically based on up-to-date wholesale rates
- Access to Frames Data Online — features full-color images and a powerful search engine updated daily.

TRACKING INVENTORY ELECTRONICALLY: WHY IS THIS IMPORTANT?

Most practice management software includes some extremely valuable reporting capability. Start using SPEX UPC to help achieve faster adoption of this inventory functionality.

*CALL YOUR SOFTWARE PROVIDER!

Since SPEX UPC works only inside practice management software, and every software package works somewhat differently, call your vendor directly to request a demonstration of inventory functionality.and for directions on how to install SPEX UPC.

Licensing is required for multiple location practices. Please call 1-800-821-6069 ext. 2 to inquire.

Accept VSP insurance?
Your Frames Data subscription allows you to see wholesale pricing in your Eyefinity claims – no looking up prices!

TRACING POINTS

IMPROVE LAB WORKFLOW AND SPEED UP PROCESSING TIME

Tracing Points helps optical laboratories provide faster job turn around, an important advantage in today's competitive lab environment! It works with your lab management software to select the correct lens blank for the job – so you can begin surfacing the lens before the frames have even arrived! Start processing immediately and make your workflow more efficient, remove bottlenecks and deliver the finished product 24 hours (or more) faster.

Reducing Breakage: Lens breakage is a top issue in today's lab. Tracing Points radii are more precise than box measurements, so you'll reduce lens breakage and increase the job's profitability.

- Faster Turn-Around
- Frame Info at Your Fingertips
- More Precise Than Box Measurements

Tracing Points works with the following lab management software packages. Please contact them directly for a product demonstration:

Innovations
Labzilla
Optifacts
Optivision
Vision by DVI
VisionStar

NEW!
Weekly downloads for DVI users!

"…We couldn't live without the data…In fact I've never understood why every lab doesn't subscribe to Tracing Points."

—John Sutherlin
Sutherlin Optical

SPEX UPC OR FRAMES DATA QUARTERLY DVD?

CHOOSING THE RIGHT ELECTRONIC PRODUCT FOR YOUR PRACTICE

Loading detailed frame info (including UPC codes, prices, sizing and color options) from a Frames Data electronic product rather than entering it by hand will save you hours of time and be much more accurate. Anyone who has had to manually enter UPC codes will tell you how laborious it is, and how easy it is to make mistakes -- just one wrong digit will cause problems when you try to find or scan that same frame later! Frames Data helps you save time while virtually eliminating these costly data entry errors.

However, it's important that you pick the product that will work for your practice. Here is a short guide to help select the one that's right for you!

DO YOU USE A PRACTICE MANAGEMENT SOFTWARE?

If you do not use a practice management software in your dispensary but would like to try an electronic product, we recommend you subscribe to Frames Data Quarterly DVD. You'll receive 4 DVDs per year, a monthly printed Price Book and access to Frames Data Online.

If you want to use one of Frames Data's products with a practice management software, it is vital that you select the one that works with that software. **Please refer to the table on page 8 and find the software used in your office to determine which one is right for you.**

OPTIONS FOR OFFICEMATE USERS

If you use OfficeMate, you may be able use either Frames Data Quarterly DVD or SPEX UPC. With the quarterly, you receive 4 DVDs per year, a monthly Price Book and the ability to see frame images inside OfficeMate's interface as well as on www.framesdata.com. SPEX UPC is paperless, so pricing and all frame details are delivered on a monthly disc that loads into your software. There are no frame images included directly on the SPEX UPC disc, but with either product you can view images on www.framesdata.com.

In general, we recommend SPEX UPC because it is updated more frequently than the Quarterly DVD, and that means you'll have less data entry work to do. Also, some recent versions of OfficeMate are not compatible with the Quarterly; if you are using OfficeMate Version 9.0 or an enterprise version 2.0, you will need to use SPEX UPC. If in doubt, check with OfficeMate to see which product they recommend.

For more information, visit www.framesdata.com/resources.aspx

WHICH ELECTRONIC PRODUCT? SPEX UPC VS FRAMES DATA QUARTERLY DVD	SPEX UPC	Frames Data Quarterly DVD
Monthly CD-Rom updates	×	
Quarterly DVD updates		×
Includes a print Price Book		×
Includes access to Frames Data Online, including full color images and searching	×	×
Works with all recent versions of OfficeMate	×	
Allows image viewing inside OfficeMate		×

SOFTWARE COMPATIBILITY

Frames Data suggests that you confirm with your software provider that you are using a version that is compatible with the electronic product you choose. When you receive your first disc, be sure to contact your software provider for installation instructions.

Software Compatibility:

Software	Vendor	Frames Data Quarterly DVD	SPEX UPC	Tracing Points (for labs or retailers with surfacing capabilities)
ActivEHR	EMR Logic Systems, Inc,	x		
Crystal Practice Management	Abeo Solutions, Inc.		x	
Eye Doc	Penn Medical Informatics Systems, Inc.	x		
EyeBase Office Management	Mountain Computer Systems		x	
EyeCare/Opthamology Advantage	Compulink		x	
Eyecom2	Healthline Systems		x	
Eyecom3	Healthline Systems		x	
Filopto Practice Management Software	ACCRA Med Software Inc.	x		
FlexInventory	FlexSys		x	
Innovations	Ocuco Inc.			x
KeyOptical	Key Medical Software Inc.		x	
Labzilla- Tracing Software	CC Systems			x
LiquidVision	Liquid Software Designs, Inc		x	
MaximEyes	First Insight		x	
Medflow	Medflow		x	
MedFormix	Crowell Systems		x	
My Vision Express	Insight Software		x	
OfficeMate	OfficeMate	x	x	
Optical Manager	Virtual Officeware, Inc		x	
Optical Shop	Intangibles for the Trades		x	
Optifacts	Optifacts, Inc.		x	x
Optik	NextGen Healthcare Information Systems, Inc.	x		
OptiMatix	eInformatics	x		
Optivision Laboratory Management	Optivision Inc.		x	x
Opto	Opto / Professional Practice Systems		x	
OSIM	Management Plus	x		
PCIS GOLD Practice Management	PCIS Gold		x	
Practice Director	Williams Group		x	
RevolutionEHR	EyeCodeRight Online		x	
VersaVision Module of VersaSuite	Universal Software Solutions, Inc.		x	
Vision	Digital Vision, Inc.		x	x
VisionStar	VisionStar LLC			x
Visual Lab Pro	National Optronics		x	
VitalWorks OptiShop	VitalWorks Inc. / Cerner Corporation		x	

DEMONSTRATION DISCS

Want to take a test drive before you buy? Demo CD or DVD will give you a glimpse of how the full subscription

product will work in your practice. They contain full information for a small number of frames which can be loaded and used in your software just as you would a full subscription version. **Visit www.framesdata.com/demo to receive a free demonstration disc of the product you are interested in.**

DO YOU NEED A LICENSE?

If you are a single location retailer, you are eligible for a single location SPEX UPC or Frames Data Quarterly DVD subscription. You do not need to purchase licenses for multiple computers in a single location practice.

If you business is a multiple location retailer, we have licensing packages that fit your business too! License packages are based on the total number of locations in your practice, whether each location manages inventory individually and accesses the data from a central server or the inventory is managed from a central corporate headquarters.

Please call 1-800-821-6069 x2 to learn about packages that are available to you!

FRAMES DATA ONLINE

Access to the powerful search tools on our website is part of your subscription to Frames Data Quarterly, Frames Data Quarterly DVD or SPEX UPC. To start using Frames Data Online, you must first register your account at www.framesdata.com/register

LARGE IMAGES let you see up close frame details

MORE PHOTOS Images for multiple colors on select frames

QUICK SEARCH Are you looking for a specific frame or brand name? Enter it in Quick Search to return frames or brands that match

ADVANCED SEARCH Narrow your results down by searching for multiple criteria at the same time. You can even select from several tabs at once to find just the right frame

Frames Data®

To learn more, visit www.framesdata.com

Demonstration Disc requests: www.framesdata.com/demo

Additional Resources: www.framesdata.com/resources.aspx

Customer Service: 1-800-739-7555

Technical Support: 1-800-821-6069 ext. 1

Chain/Multiple Location Licensing: 1-800-821-6069 ext. 2