

# TRANSFORMING THE OPTICAL RETAIL EXPERIENCE

John Bonizio, Metro Optics Eyewear

METROOPTICS  
EYEWEAR

[www.metrooptics.com](http://www.metrooptics.com)

800.230.EYES

## OUR RETAIL MISSION

To provide an optical retail experience that evokes the utterance of the one word every ophthalmic practitioner longs to hear...

WOW!





VIRTUALLY TRY ON GLASSES  
WITH OUR GROUNDBREAKING  
NEW IPAD APP.



Available on the  
**App Store**

[learn more ▶](#)





## THREE KEYS TO SUCCESS

- **ATTRACTION**
- **EXPERIENCE**
- **REPETITION**



## ATTRACT ATTENTION TO YOURSELF

- SOCIAL MEDIA
- SEARCH ENGINE OPTIMIZATION
- QR CODES

on print and email ads

Designed to elicit “TOP OF MIND AWARENESS  
with a “WOW!” kick.

# METRO MONITOR

An Eye on the Fashionable Side of Vision Care

Like us on Facebook and follow us on Instagram to stay on top of the latest styles and promotions including exclusive coupons and specials for our "fans" and followers!



Metro Optics Eyewear, with offices in **PARKCHESTER**, **WESTCHESTER SQUARE** and **HUNTS POINT**, has built a reputation for providing quality eye care and eyewear for more than 30 years. Our doctors and opticians are fully licensed, and members of the American Optometric Association and the New York State Society of Opticians. All Metro Optics locations are authorized distributors of the top eyewear brands and we guarantee everything – in writing. Fashions may change, but looking your best and enjoying the best vision possible never go out of style.

Stop in, call us, or book an appointment online.

**LOCATIONS IN BRONX, NEW YORK**

- 📍 PELHAM BAY • 25 WESTCHESTER SQUARE • 718.597.6162
- 📍 HUNTS POINT • 1038 SOUTHERN BLVD • 718.328.7137
- 📍 PARKCHESTER • 1332 METROPOLITAN AVE • 718.829.5605
- 📍 Coming next year: THROGGS NECK!

**BACK TO SCHOOL**

It's that time again... according to the classic Staples commercial, it's "the most wonderful time of the year!" Beat the rush—schedule a Back to School exam for your child today, and be sure to check out the new frame styles we have available.

Not going back to school, just going to work as usual? If you sit in front of a screen for most of the day, you're considerably straining your eyes. Schedule a checkup and while you're there, ask about a pair of computer glasses to keep at your desk.

## \$50 OFF

**BACK TO SCHOOL/BACK TO WORK**

\$100 purchase minimum. Offer does not apply to gift certificates. Other restrictions may apply. Coupon must be presented at time of gift purchase. Expires 10/31/13.

**GIFTS OF FUNCTION AND FORM**

Does your mom, dad, or spouse have everything? When was their last eye exam? Give the gift that keeps on giving with a custom Metro Optics gift basket! We offer endless options:

- Sunglasses: we offer a huge array of styles that look great and at the same time protect your eyes from UV damage, which is the main contributor of cataracts
- A funky pair of hipster frames to style up your outfit
- Contact Lens packages
- Sports Eyewear including fishing glasses, shooting glasses, and goggles
- Can't decide? We'll happily "dress up" a gift certificate for the lucky recipient!

## \$50 OFF

**ANY GIFT BASKET**

\$100 purchase minimum, offer does not apply to gift certificates. Other restrictions may apply. Coupon must be presented at time of gift purchase. Expires 10/31/13.



DR. HENRY BLUM, OPTOMETRIST

Dr. Henry Blum has been practicing Optometry for 59 years on Southern Blvd, both in his own practice and for other companies on the strip. He has provided multiple generations of the same family with quality optometric services, and continues to see patients 2 days a week at the Metro Optics practice on Southern Blvd.

FROM CONTACT LENSES TO BIONIC EYES

"One-days" are perfect for vacations, especially for those destinations that require air travel—one less "3 ounce" travel-size container to worry about. You don't have to pack solution, just the throw the individually packaged lenses in your bag and go!



One-days are also ideal for allergy sufferers: enjoy a fresh new pair every day, with no build-up (and no cleaning necessary!)



**TAKE A CUE FROM DREAUX...**

To extend the life of your glasses, here are some ideas I tell my puppies:

- 🐾 Use two paws to put your glasses on and take them off. One paw puts too much pressure on one side of the glasses and can stretch them out (and sometimes break them!)
- 🐾 Never use your tongue to lick glasses clean! Instead use cold water, dishwashing detergent and a paper towel—or use one of those great microfiber cloths Metro Optics gives you with every purchase!
- 🐾 Don't bite your temple tips! Don't put your glasses on top of your head either. Over your snout only!
- 🐾 Use your case. Lost or buried it somewhere? Metro Optics will give you another at no charge!
- 🐾 ...and when you "SIT" or "ROLL OVER," make sure it's not on your glasses!

**REAL-TIME EYEWEAR**

Want to learn about new types of eyewear that offer augmented reality, smartphone connectivity, a built-in video camera and GPS? Or an electronic eye-training system that can improve your golf game? How about artificial retinas that are restoring sight to people with vision loss, or a new video gaming system that puts the player into an incredibly lifelike virtual world?

These are just some of the "spec-techar" new eyewear and vision technologies that are changing the way we see. From wearable devices like Google Glass to bionic eyes, electronic eyewear is advancing rapidly. These new technologies are the result of a convergence in the fields of medicine, social media, video gaming, and 3-D entertainment that is not only expanding the capabilities of eyewear—but also the potential of human vision.

As more consumers embrace these new technologies, eye care professionals can guide them in their safe and effective use. Stay tuned for the latest updates on new trends and products in vision technology. It's no longer "sci-fi"—and it's all evolving in the blink of an eye!

"Wearable devices are one of this year's hottest trends, and because of Google Glass, there is tremendous interest in devices that use eyewear as a vehicle," said Andrew Karp, lenses and technology editor for trade magazine Vision Monday.



Scan the QR code to see a video of the Eye Care & Specialty Publishing at the International Vision Expo that is covered by Karp.

Video provided by Vision Monday. Used with permission.

## PROVIDE A UNIQUE EXPERIENCE

- STATE OF THE ART EXAM EQUIPMENT
  - DIGITAL MEASURING DEVICES
- DIGITAL STREAMING THROUGHOUT THE RETAIL ENVIRONMENT
  - INTERACTIVE EDUCATIONAL SERVICES
  - DEMONSTRATION & EXPLANATION

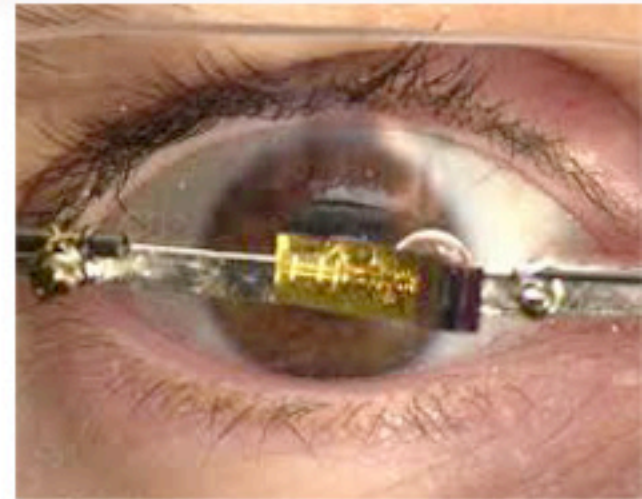
It's all about the show and setting yourself apart from the pack!



## ENCOURAGE REPETITION

- NEVER MISS A RECALL OPPORTUNITY
- COMMUNICATE NEW PRODUCTS & FASHION
- MAINTAIN TOP OF MIND AWARENESS

# THE FUTURE IS PROGRESSING RAPIDLY





OPPORTUNITY

WOW!