



*Paye*

# Eye Care Center s.c.

*"A Reputation For Excellence"*

Spring 2005

Randall J. Paye, O.D. Cynthia A. Overly, O.D., FAAO

## New Technology for Eyewear Selection

Imagine the ability to compare multiple frames side-by-side and imagine being able to SEE THEM IN FOCUS.

It's not a dream, it's the **iPoint Kiosk™** — your new frame and colored contact lens selection tool.



*Ask for a demonstration today!*

**Was your last frame selection a total blur?**

*Paye Eye Care Center enables patients to see again*

**Paye Eye Care Center, located at 1515 Sixth St., Green Bay, now features the iPoint Kiosk™**, a new state-of-the-art virtual frame try-on and lens demonstration tool. This new technology combines three "modules" designed to assist patients in the purchase of eyeglass frames, lenses, and colored contact lenses.

Somewhere between 30 percent and 50 percent of an eye-care professional's patients have difficulty trying on new frames and seeing whether they like them or not once they remove their prescription

*(continued on page 3)*

**Ask about our referral reward program.**

**Paye Eye Care Center**  
**Dr. Randall J. Paye**  
**Dr. Cynthia A. Overly**  
**Optometrists**  
1515 Sixth Street  
Green Bay, WI 54304

*Here's your  
eye care newsletter!*

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STANDARD  
U.S. POSTAGE PAID  
GREEN BAY, WI  
PERMIT NO. 238

## Eyewear packages for children and adults, starting at \$99

*Includes frames and lenses,  
scratch-resistant coating, and a  
one-year warranty.*

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**Paye Eye Care Center**  
**Dr. Randall J. Paye**  
**Dr. Cynthia A. Overly**  
1515 Sixth Street  
Green Bay, WI 54304

### Office Hours

Monday 8:00 a.m.-6:00 p.m.  
Tuesday 8:00 a.m.-5:00 p.m.  
Wednesday 8:00 a.m.-5:00 p.m.  
Thursday Noon-8:00 p.m.  
Friday 9:00 a.m.-4:00 p.m.

### Appointment and Emergency Phone:

**(920) 499-2147**

*Answered 24 hours a day*

**Fax: (920) 499-0574**

### Web site:

**www.payevision.com**

### Clinic specialties

- Diagnosis and treatment of eye disease
- Treatment of vision disorders
- Contact-lens specialists
- Glaucoma management
- Pediatric eye care
- Geriatric eye care
- Sportsvision
- Computer-vision specialists

**Now  
available  
for astigmatism!**

Do your eyes thirst for comfort?



Discover Eye-Opening End of Day Comfort.

**ACUVUE ADVANCE** with **HYDRACLEAR**

**SEE FOR YOURSELF!**

**Ask us about a FREE TRIAL\* pair today.**

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## Paye Eye Care Center enables patients to see again

(continued from front page)

glasses. The older the patient demographics, the higher the percentage who need assistance in selecting their new frames. The first module helps these patients in the selection of eyeglass frames.

With the iPoint Kiosk, patients now can select a number of frames they like while wearing their prescription eyewear. However, rather than squinting in front of a mirror, the iPoint Kiosk takes a digital image of the patient wearing each frame style and stores it in the software. The patient then puts their prescription eyewear back on so they can more clearly view themselves in each of the frame styles they tried on. Using a very high-resolution digital camera, the patients can clearly see what they look like in each style.

Once the patient has decided on which frame they like the best, the optician can then use the iPoint Kiosk to demonstrate the many lens options that are available. Most impressive is the fact that the lens options are based specifically on the patient's prescription. This high-technology tool enables the patients to see, for the first time, what their new frame and lenses will look like *before* they are ordered. Not only does it give patients the basis for making the best decisions for their eyes, but fewer patients are disappointed in the glasses after they come in because they have already seen what they are getting.

Some patients with strong prescriptions may be unaware that their new glasses may have very thick lenses and make their eyes appear like they are "looking through a Coke bottle." The iPoint Kiosk can demonstrate how much or how little of that effect each type of lens will have on the patient's appearance right on the computer screen. Patients who have a flair for style may want to have their lenses tinted. The iPoint Kiosk software can demonstrate all of the different tints available in the lenses and frames the patient is wearing in the pictures on the computer screen.

The third module is for patients thinking about purchasing color contact lenses. Most of the patients wanting to purchase color contacts are already regular contact lens wearers. Once they take their prescription contact lenses out to try on colored lenses, they have the same problem as patients trying on frames: They have difficulty focusing well enough to know if they like the colored contact lenses. Using a picture taken of the patient with the iPoint Kiosk's high-resolution camera, the patient now has the freedom of clearly seeing what they look like in all of the different colors available. And best of all, there is "no muss, no fuss" with putting in and taking out an assortment of trial color contact lenses.

One of the best features of the iPoint Kiosk is that Paye Eye Care Center offers this service free of charge. The Kiosk enables their patients to see again.



Going through life with only one pair of glasses  
is like going through life with only one outfit.

Why not get a pair of Varilux® polarized sunglasses for your second pair of eyewear and expand your horizons a bit? You'll enjoy the clear, sharp vision of Varilux, along with the unbeatable glare and UV protection of polarized lenses. Plus, now you'll have the eyewear to complement what you like to do for fun. Think of it as the perfect accessory for your lifestyle.

**VARILUX**  
LENSES FOR LIVING YOUR LIFE



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[varilux.com](http://varilux.com)

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