Opticians have always strived to provide the highest levels of professional and customer service to eyewear buyers. Even so, the devices they use to measure frame, lens, and patient parameters as well as those they utilize for demonstrations and patient education often hinder their effectiveness. A new software, known as OptikamPad, not only enhances an optician’s abilities, it extends them.

**PORTABILITY** OptikamPad software runs on an iPad, so every optician in the office can have one. Since it’s completely portable, the OpticamPad can be used anywhere the optician interacts with patients, such as the frame board or at the dispensing table.

**FOUR MODULES** The software consists of four modules—lens, frame, and augmented reality, and measurement components.

The lens demo module shows patients how thick their lenses will be; how their lenses will look with and without an anti-reflective (AR) treatment; and how bifocals, traditional progressives, premium progressives, and personalized progressives function and compare. It also illustrates and compares photochromatic, polarized, sun, and fashion tinted lenses.

While patients look into a mirror to see how a frame they’ve chosen looks on them, chances are they do not see them clearly because their prescription isn’t in the frame. With the frame selection module, the dispenser takes pictures of the patient wearing up to four frames for side-by-side comparison, who can even e-mail them to friends or relatives for an opinion.

The augmented reality module has two modes. It simulates real life situations such as office and outdoor scenes, which showcase the lens style and treatment options the patient has chosen compared to a lens without them. The live video mode does the same thing, but instead of using photo comparisons, it utilizes the iPad’s video camera to demonstrate the options the patient chose with a live view inside and/or outside your office.

**EY-STICK** The measurement module uses the clever EY-stick which is mounted on the patient’s selected frame. With it and the OptikamPad, opticians can take a wide variety of highly accurate measurements based on the patient’s frame and lens choice including A, B, ED, DBL segment heights, monocular PDs, pantoscopic and wrap (face form), and vertex distance. These measurements will satisfy the needs of the simplest to the most personalized lenses.

Opticians will find that the OptikamPad expands their capabilities by giving them tools that enhance their presentation techniques and dispensing accuracy. Practices will find better consistency in the messages delivered to patients and patients will love the high-tech image the OptikamPad projects.

This year, look for more articles about OptikamPad and how it will benefit you and your practice. In March, you’ll learn how OptikamPad’s patented EY Stick will help you obtain super accurate patient and fitting measurements, even for position-of-wear digital lenses.