

ENDPAGE.

Digitizing the Store

At the VM LIVE event in Las Vegas last month, attendees learned about digital technologies and how they can be incorporated into a retail setting. See if you can pinpoint the topics and presenters featured at this sold-out event.

ACROSS

- Jonathan Rosin, MD, co-owner of Rosin Eyecare, emphasized this aspect of eyecare, which focuses on the customer in the dispensary.
- Term used to describe the integrated in-store/online approach to eyecare and eyewear retail that consumers, especially Millennials, expect today.
- The generation roughly characterized as those born between the late 1970s and early 2000s.

DOWN

- This sponsor presenter described six new apps the company introduced at the show.
- OD and president of Katzen Eye Group who shared examples of how his practice uses technology to provide better patient care while reducing costs.
- This is no longer the driving factor for consumer purchases, according to one presenter.
- The Q&A portion of the program featured three of these.
- Eyeglasses that offer four times more viewing area than traditional PALs, according to sponsor and presenter, Graeme MacKenzie, OD, of Adlens.
- Author of "Marketing to Millennials" and president of FutureCast.
- Eric Anderson, president and general manager of this company, spoke about the AccuExam and AccuFit devices for testing patients' vision and fitting eyewear.



VM/CRISSCross



For clues, turn to page 18. For the answers to this month's CRISSCross, go to the EndPage category on VisionMonday.com.

What Are You Wearing? / See & Be Seen Eyecare, Toronto, Canada

/ Your TURN ↓

RITESH PATEL, OD / DIRECTOR OF OPTOMETRY



Ritesh has been working in optical for over eight years.

He owns "at least a dozen" pairs of glasses.

FRAMES / "I love my I.a. Eyeworks Denari."

LENSES / "I have a 1.74 Zeiss Individual Single Vision with Purecoat. The level of clarity I see with these lenses is incredible."

"I wanted something unique but versatile. I can wear this pair with jeans or a suit and still look great. I get the most compliments on these."

PRIYA PATEL / CO-OWNER



Priya began working in optical one year ago, when See & Be Seen opened.

She is "a sunglass gal" and owns seven pairs.

FRAMES / Tom Ford Gina.

LENSES / Polycarbonate with a gradient tint.

"I got these a month ago. I love the shape and gold accent on the bridge. They are the perfect pair for fall in Toronto."



Have anything to add? We'd love to hear from you!
E-mail your comments to visionmonday@jobson.com.

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