

Date:  
2013-09-02

*Point of View Software Inc.*

**Practice Management System for  
Opticians and Optometrists**

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## *Products and Services Catalogue*



### **Why should you purchase the products and services described herein?**

- We've selected the best suppliers in the marketplace to support your business. All prices are competitive and in some cases we've negotiated volume discounts as high as 35%.
- All products and services described herein are integrated with the **Point of View** software you just downloaded. This makes running your business even easier.
- The suppliers herein are our partners. They support us in exchange for referring them your business. Your software is free because of their support. Help us to keep it that way!

## A word about our partners...

### Companies you can trust

Point of View Software Inc takes great care in selecting the partners we choose to introduce you to. We've taken the time to meet with owners and operators of these businesses, we've audited their procedures and policies and we've challenged them to provide you with their best products at the best possible prices.



### You're not alone anymore

By downloading Point of View, you've given your practice the opportunity to take advantage of a network of suppliers in the optical industry. Our business model is simple: suppliers will pay us in exchange for introducing you to them. They're eager to earn your trust and your business, and they can afford to keep their prices low because of the high volume of customers we introduce them to. From your perspective, being part of the Point of View community means your one store can get the same buying power as many of the big chains.

### The Point of View Advantage

*"Products and services you need, fully integrated with efficient and effective software you want, at prices you can afford; that's the **Point of View Advantage!!!**"*

In the ensuing pages are products and services which are important to your business. We encourage you to take a moment to review the information and to compare with similar products and services on the market. We also encourage you to contact these suppliers directly and see for yourself how Point of View has taken the uncertainty out of the buying decision.

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**The third parties described above, are solely responsible for the accuracy of suitability, efficacy, safety and quality of their products or services. Refer to the "No legal endorsement, presumed partnerships or solidarity" section of the Point of View Terms of Use for details.**

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Payment  
Processing



Company: EVO Canada Inc.  
Contacts: Marc Cormier | Maricel Perez  
Telephone: 877-424-3434 | 877-488-3916  
Email: mcorrier@evocanada.com | mperez@evocanada.com

**EVO Canada Inc: Professional Merchant Services**

EVO is the largest privately held credit card processor in the US and Canada transacting nearly 400 million transactions and \$30 Billion annually. EVO actively manages electronic payments on behalf of over 400,000 businesses of all sizes and industries including Optical Stores and Ophthalmic Labs. By choosing EVO, your practice will benefit from better prices, tier 1 technology, security, and 24/7 customer service and technical support.

By partnering with Point of View Software, EVO can provide the optical industry with a more efficient and cost effective method for processing credit and debit transactions. A few of the benefits of this partnership include:

1. Better prices
  2. No more costly errors when keying transaction amounts into terminal
  3. No more manual reconciliation of credit card payments with invoices
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**Desktop Thermal Label Printer**      **Price: \$599.99**  
**Datamax: E-class Mark III Advanced**

Direct and thermal transfer = quality + durability (300DPI)

- Label printer for printing on plastic labels for frames and shipping labels for lab orders.
- Plastic labels are superior to paper labels in and that thieves will not be able to remove them by hand, and that the text/barcode will not fade over time



**Barcode Scanner**      **Price: \$249.99**  
**Honeywell MS9540**

Rugged design / patented “automatic” infrared activation.

- Scan any barcode in your store and POV will “automatically” display the data you’re looking for (Invoice, Frame, Rx Worksheet, Shipping Label, etc).
- Other barcode scanners are less intuitive. You must “first” mouse-click in the appropriate cell on your screen, and “then” scan the barcode.



**USB Cash Drawer**      **Price: \$299.99**  
**Vesario Series**

Secure and practical. Features “drawer status” reporting.

- Fully integrated with POV so that employers can produce a report of every instance where the cash was opened, and by whom.



**Mini-Server:**      **Price: \$499.99**  
**Shuttle Barebone XS36VL**

Your database in your store! Features serial ports to connect directly to lab equipment.

- Delivered to you fully configured. Just plug and play! 1TB hard disk. 4GB Memory. Serial and USB ports.
- State-of-the-art protection for your patient records, and optimal performance for your POV application.
- Alternatively, all records are stored remotely, and accessed securely, via the internet.

**All products recommended herein are integrated with your Point of View.  
 At best possible prices., it's the easiest decision you'll ever make!**



**Invoice / Rx worksheet paper**  
**1,000 sheets**

**Price: \$69.99**

1 sheet = Invoice + Rx worksheet + Tray label

- Specially perforated paper, permits printing of an invoice, Rx worksheet and Tray label on a single sheet. Each with their own barcode.
- At 7cents per sheet, it's the same price as what you currently pay for the 3 items. Do the math!



**Frame Labels**  
**4,000 labels**

**Price: \$189.99**

Mylar (plastic) labels for better inventory management

- Plastic labels do not fade over time and are difficult for thieves to remove from frames.
- Specially designed to work with your Datamax label printer.



**File/Folder labels**  
**labels**

**Price: \$xxx.xx**

Labels for files and folders

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**Shipping labels**  
**labels**

**Price: \$xxx.xx**

Labels for shipping

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**All products recommended herein are integrated with your Point of View.  
 At best possible prices., it's the easiest decision you'll ever make!**



Company: Pixstream Media  
Contacts: Terry Panagopoulos  
Telephone: 514-555-1234  
Email: terryp@pixstreammedia.com

Websites starting at  
**\$995** +taxes

Promo Code: POV-5549870

**Pixstream Media: Website | Flyers | Store Signage | Business Cards**

If your store is selling products via the internet, then you're never closed! Imagine selling contact lenses on a monthly/recurring basis to customers who never set foot in your store! Imagine your store appearing first in Google searches when people are looking for an optician or an optometrist in your neighborhood!

Pixstream Media is a boutique marketing firm located in Montreal's historic plateau neighborhood. Pixstream's experience in the optical industry makes them the ideal partner to build a high performance website designed to drive maximum customers to your store. Pixstream's websites for POV customers all come with the "POV Appointment Plug-In" which permits your customers to schedule their appointments via your website and directly in our database for tracking and management purposes. Visit our website for a look at their portfolio, or call them to discuss your needs.

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Company: Groupe Access

Contact: Habib Malik

Telephone: 514-288-6000 ext. 115

Email: [habib.malik@groupeaccess.ca](mailto:habib.malik@groupeaccess.ca)

Want a discount?

Mention the promo code

POV-9548854

**IT / Computer Support:** (This is not POV software support)

Founded in 1993, Groupe Access has become one of the leading hardware and information technology (IT) services firms in North America. Groupe Access is known for their exceptional quality, professionalism and expertise.

Groupe Access' experience in the optical industry includes work performed for some of Canada's largest optical retail chains. Groupe Access' technicians are equipped to service all of your network, hardware, software, wiring, back-up, hosting and IT requirements.

Groupe Access technicians are trained to support all Point of View recommended products.

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*Point of View Software Inc.*

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