

# Follow these 5 steps in as little as 25 minutes...



1

## DO THEY QUALIFY FOR EYEDAPTIC?

Target potential users with the online initial assessment

2

## WHAT IS THEIR VISION LIKE NOW?

Assess their vision without the Eyedaptic glasses & practice "head reading"

3

## DOES EYEDAPTIC HELP THEM?

Adjust the brightness and assess their vision with the Eyedaptic glasses to see how many lines they gain

4

## WHAT ELSE CAN THEY DO?

Expand to real life activities and complete their vision goals (playing cards, watching TV, reading, seeing faces)

5

## LET THEM TRY EYEDAPTIC!

Give the user control of the phone so they can try Eyedaptic for themselves

AND REMEMBER: TO MAXIMIZE CONVERSION RATE,  
FOCUS ON CENTRAL VISION LOSS AND VISUAL ACUITY  
BETWEEN 20/70 AND 20/400