

ACCESSORIES



DESK SUPPORT

Technical features

- Desktop stand riser
- Two independent joints for maximum flexibility
- Adjustable display angle
- iPad orientation can switch from portrait to landscape
- Weight 1.5 kg
- For any generation of iPad



FLOOR STAND

Technical features:

- One hand telescopic adjustment
- iPad orientation can be changed to both vertical and horizontal
- Plate dimension 197 x 253 mm,
- Black color
- Adjustable height 106-189 cm.
- Weight: 3kg.
- For any generation of iPad



LED LIGHT

Even if our system doesn't need special lighting, we designed a special LED system that can be used in very peculiar cases.

This additional device can be attached to the iPad body with a simple clamping system. It features two powerful LEDs that can be powered with two different levels of light strength.

With this system you can even make the measurement process in a room with no light at all.

- For any generation of iPad



 **SBM**
Sistemi



□ WHY CHOOSE SBM SISTEMI

A DEVELOPMENT PLAN FOR THE OPTICAL CENTER

Dear Opticians,

the market for some time is living in conditions far from comforting. The exhibitions confirm that the reality of the current market is experiencing an expressive slowdown instead of a "bad moment".

We had the founded perception that it is the aggressive and not always professional competition to restrict the business.

At this stage, the opticians are perceiving more competition problems: they must try to propose their own product and increase customer fidelity, which is not easy considered all the products on the market.

We can achieve greater professionalism in different ways. In a store today there are dozens of products available, but customers are able to see and look at just a few units, using consistent criteria for management, we can begin to help the optometrist to show what he can provide.

Our solutions, presented in this brochure, are able to achieve important goals for your business.

The offer that you will find after detailed explanations of the various systems is designed to give you a custom and completely personalized package.

The innovation makes you a winner..

To keep alive the attention of the customer there is only one way: propose new things.

Working with a theme

Resist the temptation to showcase the four new poster just arrived, is not simple. What can make you a winner in providing services to the customer are the scientific topics and advertisement.

Creating an atmosphere

Better service needs to communicate a message, an atmosphere, an emotion.

Wisdom to mix tradition and innovation

Even in a shop with a classic and traditional style, the SBM Sistemi technology will be the best support for the sale.

Every day you grow and you reach goals

For companies achieving the best possible results becomes the tougher challenge to sustain with: engagement, research, technology and human resources.

Another key element is represented by external partners: we put our trust in someone in them, with the hope that their contribution will indeed help to growth the Company.

The SBM Sistemi deals with the design and development of computer systems for Optometrists and Ophthalmologists. All products are entirely manufactured in Italy, and are made according to standards of quality in design and competitiveness.

Our mission is to ensure to the optician higher sales, consolidate the relationship with the customer, providing the greatest service at very low costs in a fast, easy and cheap way.

We present ourselves as your partners, and we can say with absolute seriousness that our knowledge is available to you unconditionally, giving you maximum flexibility and support.

SBM Sistemi staff

□ WHEN REALITY TAKES OVER IMMAGINATION

INNOVATION AND TECHNOLOGY FOR MARKETING

Nothing can make sales force that efficient compared to SBM Sistemi iPad's application which is providing an innovation in showing what you do! Each member of your sales force will have all the technology on his iPad. You manage everything independently and he works with maximum efficiency, they have all the information they need to improve their performance.

In sales force hands there will be a powerful and unique tool for the management of the store providing you everything you may need.

Often the optometrist needs to move through different optical centers, or through the different rooms of their exams store. Taking advantage of the new technology, this mobile tool is helping with this need: the iPad system provides you an exceptional and unique marketing system in addition to an excellent and accurate portable measurement device.

But the satisfaction of the customer is not only connected to the services you are providing: the quality of the product is the most important result to be achieved.

The quality of eyewear depends on several factors and sometimes few of them are complex to be easily explained to the customer.

FEATURES :

- The optometric examination
- The choice of the correct frame
- The quality of the lenses
- A correct centering according to the individual parameters

Choosing the right eyeglasses is a key decision

The eyewear must be comfortable and must match with the ophthalmic lenses that will be used. It is essential to know how to understand what the customer likes and needs: fundamental technique for the success of a great final product. With this iPad system choosing the most suitable eyeglasses or sunglasses has never been easier.

A frame must be suitable for our face but it must also meet the quality criteria. The width of the face, the line of the eyebrow, the alignment of the pupils and the style of the frame are important factors, there is a model of eyewear suitable for everyone. To choose the one that suits you, just put yourself in front of the tool, take some photos and carefully examine the images.

INDIVIDUAL STUDIO

INNOVATIVE TECHNOLOGY ON THE CENTERING

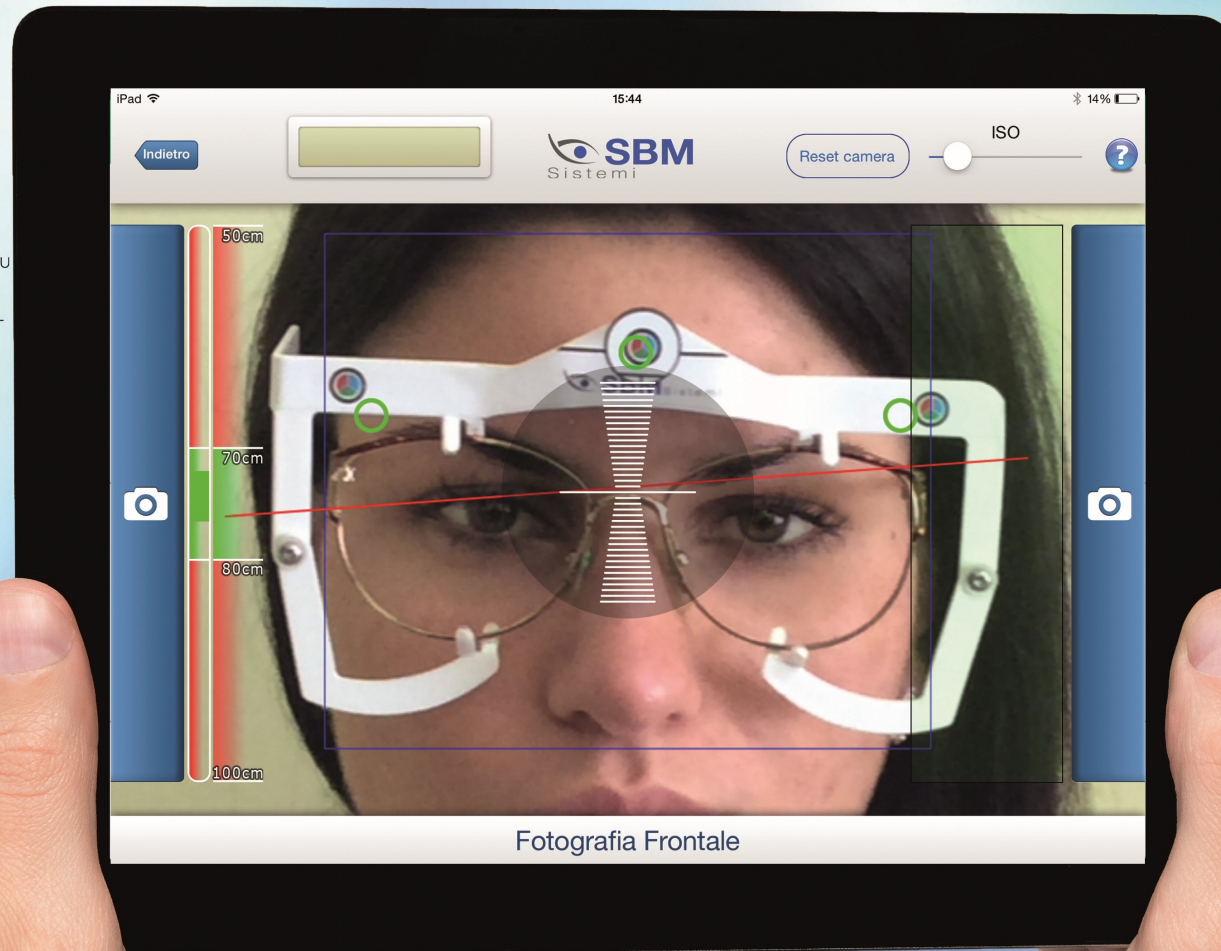
It's a measurement system that uses an iPad tablet and allows you to get data quickly and easily.

SBM Sistemi uses a facial recognition technology, with an artificial intelligence technique that acquire one or more images. Thanks to this recognition in real time, we study the position of the subject throughout the period during which it will be placed in front of the centering system.

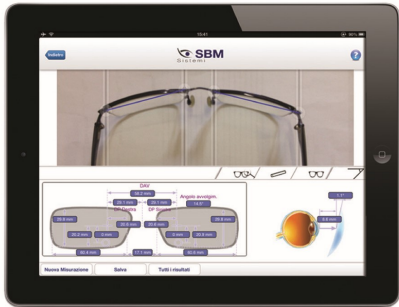
The customized progressive lens is calculated and produced for each dioptic power (the sphere, cylinder, axis, addition, prism and base). All these values are called individual parameters. This application allows you to correctly configure a new types of personalized and individual lenses. Considering also that the expected trend in sales of individual progressive lenses will be growing in the coming years, it becomes a priority to adopt systems to offer the best products and the best services related to this type of product.

This tool will allow everyone to perform a perfect centering in 30 seconds obtaining the following data:

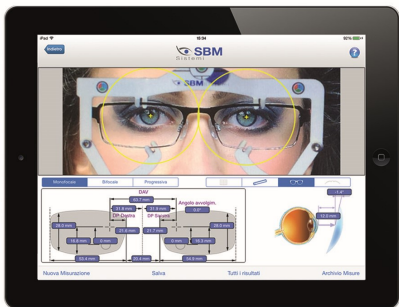
- **Boxing system detection and measuring**
- **Minimum diameter measurement for lens production**
- **DAV and DP**
- **Fitting heights**
- **Pantoscopic angle**
- **Vertex distance**
- **Reading distance (through face detection)**
- **Wrape angle (by visual detection of the frame)**
- **DBC-distance between the geometric centers**
- **Central horizontal line and a vertical line of symmetry**
- **DBL measure**
- **Horizontal size of the lens**
- **Vertical dimension of the lens**
- **Width of the frames**



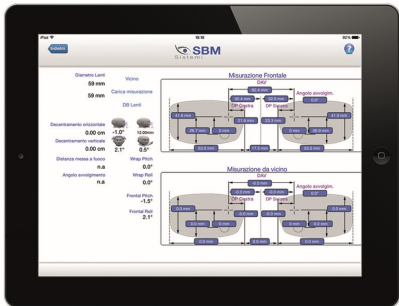
INDIVIDUAL STUDIO



Wrap Angle measurement



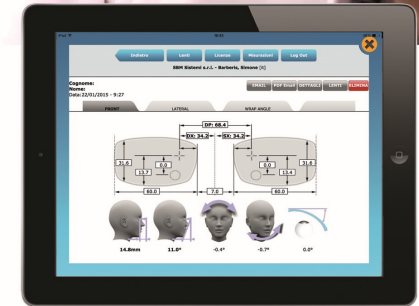
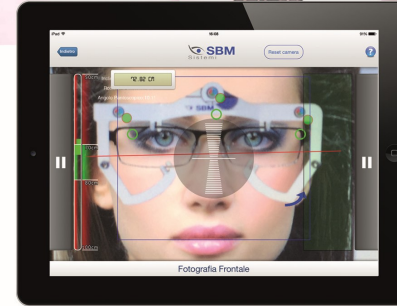
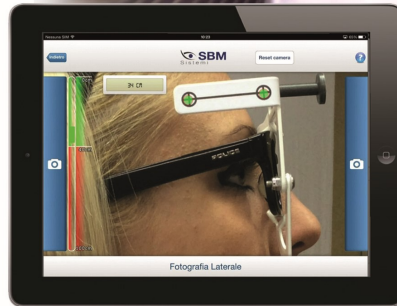
results of measurement



Results - All data will be visible on the screen, by mean of to the acquisition of the customer's face through a camera with very high resolution.

The electronic controls of the iPad are used by the system to:

- Check the parallax of the customer, (horizontal and vertical)
- Electronically measure the distance to the customer
- Automatically acquire the face of the customer



Online orders - The same data can be printed or sent directly to the lab for the production of customized progressive lenses.

Prints in 1/1 scale for checks and sending orders to the various companies, possible connections with many management software

USEFUL PARAMETERS FOR ORDER ANY TYPOLOGY OF LENS, INCLUDING FREE FORM MEASUREMENT CUSTOMIZED EVEN FOR READING DISTANCE

LENS EFFECT 3D

UNIQUE TECHNOLOGY OF 3D LENS SIMULATION

LENS EFFECT 3D, is a sophisticated application for iPad. The realization of this system required the use of complex computational techniques and the help of engineers from the Polytechnic of Turin .

The innovative result is an application unique in the world.

These techniques allowed SBM Sistemi to reach an amazing precision in "real-time" 3D model rendering of the surfaces of lenses.

By the multi-touch interaction of the iPad device, it gives the possibility to **detect with your fingers the thickness of lenses**, and to interact with the typical rotation and zoom gestures.

The thicknesses are calculated by standard and individual generators using all parameters provided by the system: the engine to produce the 3D model will consider the wearer's prescription, the type of lens chosen (you can find lenses from all the catalogs of the major brands in the world), and the type of frame chosen (you can find all the shape of the biggest brands in the world).

The application simulates the view through the "shaped" lens and allows the real perception of the final product's quality.

The high quality simulation is made by sophisticated algorithms for reconstruction of light wavefront and the convolution of the surface of the lens for image analysis.

Lens Effect 3D is the state of art, on mobile devices, of the software for generation and interaction with 3D models of lenses. It can be linked to several free-form generators for thicknesses calculating. It 's possible to import a file OMA from any lab machine and simulate any shape of the lens you want directly on the face of the customer.

FEATURES:

- Acquisition of the customer's face with the new frame
- Acquisition of the face and use the shape chosen by the manufacturer's catalog
- Lenses comparison on customer's face showing aberrations
- import shape from OMA file
- shape catalogue from the major frames companies



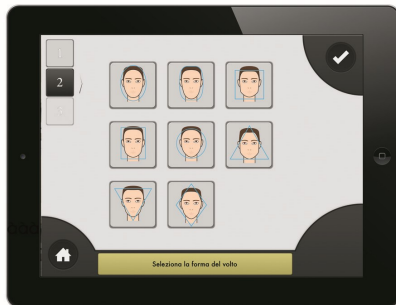
LENS EFFECT 3D



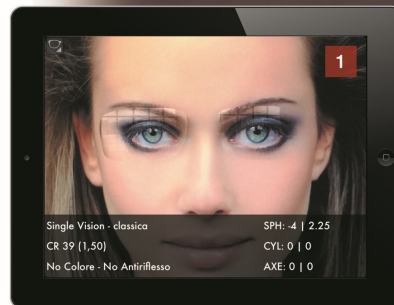
View throw different lenses



View of lense's aberration



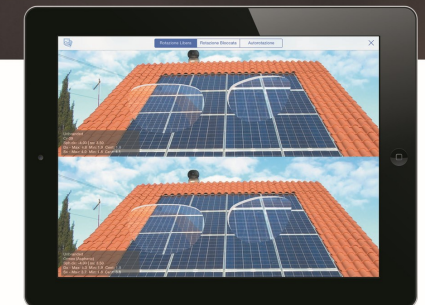
The shape of your face



View of the selected shape form catalogue



OMA database



Thicknesses and treatments



The optometrist with scientific and technical data concerning visual health, can advising and orienting the wearer in the choice of frames and lenses in aesthetic and functional way. He can show the final result and make a good detection of visual parameters.

You can provide a quality service to the customers as the satisfaction of a progressive with no impact and visually demonstrate the quality of the product before the production of glasses.

THE SYSTEM ALLOWS YOU TO:

- View three-dimensional lens with relative thicknesses
- Choose the frame according to the shape of your face
- Import files OMA from free-form generators
- View the aberrations due to the index chosen, the colors and coatings like photochromic or antireflect

OPTIC STUDIO

AUGMENTED REALITY WITH PARAMETERS

Inserting the real and not just standard visual parameters, the customer will enter in an exciting virtual reality, to take advantage of the surrounding environment using the lens choice: bifocal, progressive, degressive or free-form. The system compares the quality of the lenses highlighting the advantages, giving a quality service to the customer. Also, it's possible to acquire all the necessary parameters for the realization of a personalized lens even for office.

The static vision is also available: it is possible to observe in this case a series of fixed images representing different environments through the lens choice to understand pros and cons.

With this application it will be possible to select the lenses and their geometries, the insertion of the visual parameters, the demonstration of any kind of lens including colors and treatments, the selection of base curves and dioptric corrections and the simulation in real time of the chromatic effects.

COATINGS FEATURES

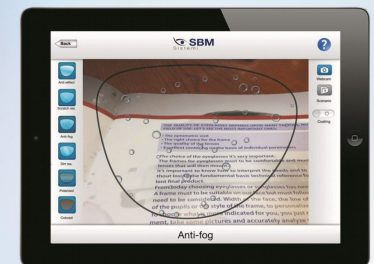
- Antireflect
- Polarized
- Polarized colored
- Anti-scratch
- Water repellent
- Anti fouling
- Colored
- Photochromic

GEOMETRIES WITH PARAMETERS

- Spheric
- Aspheric
- Bi Aspheric
- Bifocal

PROGRESSIVE WITH MAPS

- Standard
- Premium
- Top
- Office Lens



SBM CHART

EYE CHART ON IPAD

SBM CHART for visual acuity measurement.

The measurement of visual acuity is one of the most important steps for determining the correct magnification.

Excellent tests for near consisting of letters, numbers, symbols, with contrast sensitivity and chromatic sensitivity in addition to test dedicated to the examination of the patient with low vision such as reading speed and location of eccentric fixation.

Operating distance from 40 cm to 5 meters. The versatility of the remote control allow you to take advantage of the application without the need to be close to the iPad.

SBM CHART is an eye chart with the following features:

- Presentation of random images, numbers and letters
- Separate evaluation of the two eyes
- Reversible contrast
- In the case of illiterate people there are special images
- In the case of children with simple and funny pictures
- Reading Contrast
- Critical printing contrast

ALLOWS YOU TO MAKE THE FOLLOWING MEASUREMENTS

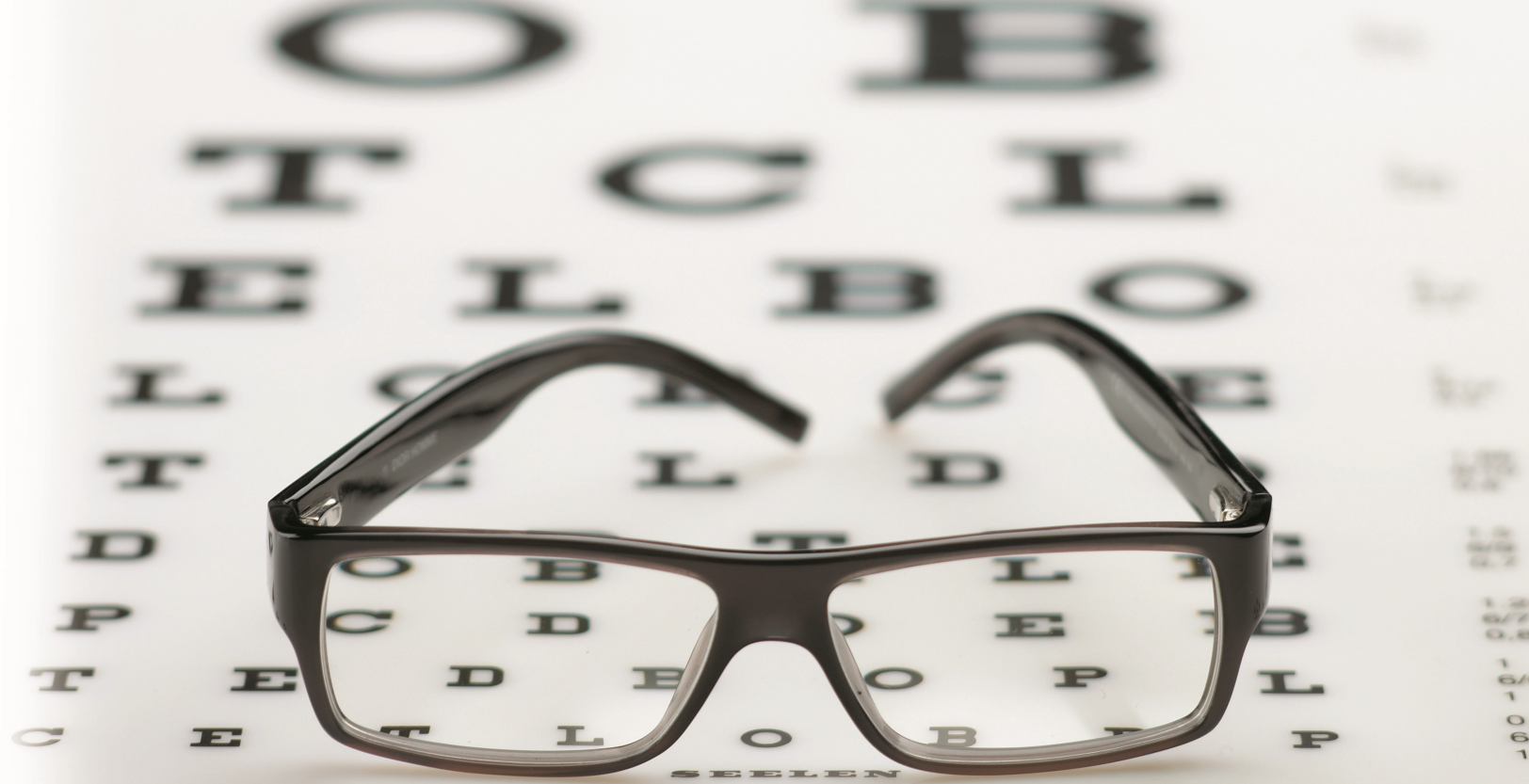
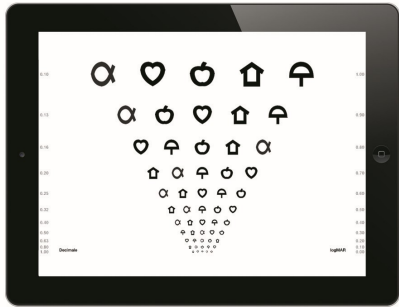
- Far / Near Visual acuity
- Peripheral and central Visual Field
- Far / Near Sensitivity Contrast
- Test range from 0.40 m to 5 m

The various tests for visual acuity are generated by an algorithm, which calculates the size of the letters, the distance between themselves and between the individual lines based on the set distance.

The reading speed tests are characterized by a series of random phrases based on a reading distance of 40cm.

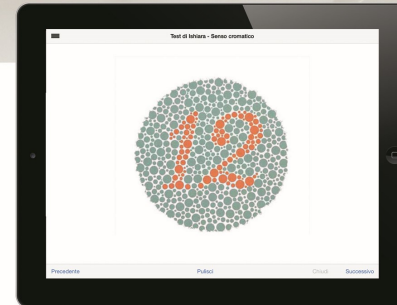


SBM CHART

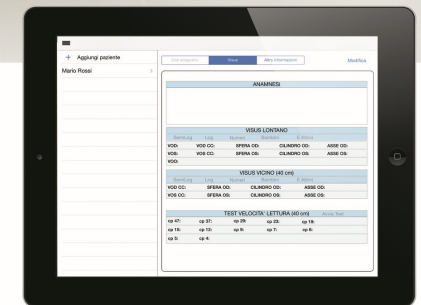


The patients section allows to store patient data with their results:

- SEMI LOG
- LOG
- CROSS
- CLOCK NUMBERS
- CHILDREN
- ALBINI
- GREEN / RED
- SPEED READING TEST 40 CM
- SPEED READING TEST WITH CONTRAST
- NEAR READING TEST 40cm
- MESO / GLARE TEST
- CHROMATIC VISION TEST - BIG LETTERS
- CHROMATIC VISION TEST - BIG FIGURES
- CHROMATIC VISION TEST - SMALL LETTERS
- CHROMATIC VISION TEST - SMALL FIGURES
- CONTRAST SENSITIVITY TEST - LETTERS
- CONTRAST SENSITIVITY TEST - NUMBERS
- MISCELLANEOUS



Chromatic sense



Customer Database



Remote Controller

compatible with iPhone or iPod Touch.

CORNEAL PARAMETERS DETECTION

**We made an eye exams portable system for the evaluation and selection of contact lens
Only with an ipad**

An amazing and innovative product that will detect corneal parameters, useful to advise his patient the contact lens that suits their needs.

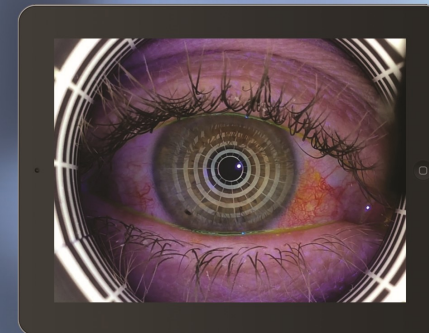
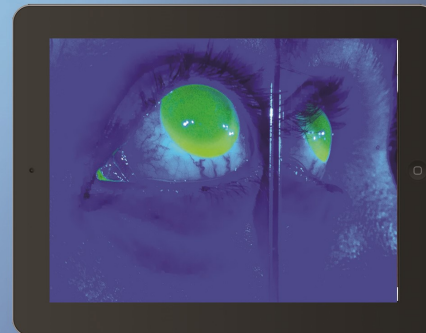
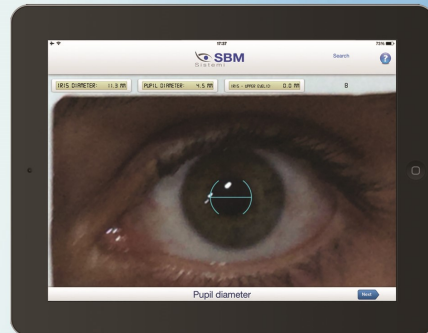
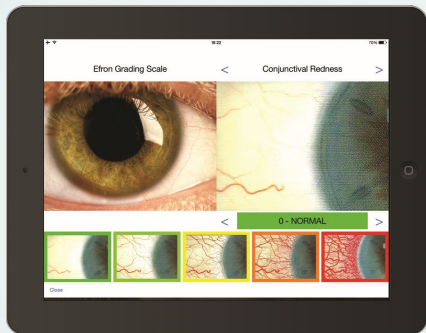
You can choose a predefined geometry and customize all the parameters of the lens to achieve all clearance values you want.

Simulating the application of the contact lens identifies the ideal geometry, for each bearer.

- initial assessment
- pre screening
- analysis of the tear film by evaluating the patterns, a non-invasive methodology able to assess the size of the tear meniscus, the quality and morphology of the pre corneal tear film and the extent of NIBUT.
- Evaluation of corneal dystrophy (mini placid)

- Different measures:
HVID,
VPA,
TD,
all with the possibility of vision
mesopic,
photopic,
scotopic

- Evaluation of visual acuity, using internal optotype
- support vision of lac,
- instructions, with considerable saving of time
- augmented reality, vision through the contact lens and the ophthalmic lens.
- Follow up
- technical database of patient



COLORED EYE

COLORED CONTACT LENSES SIMULATOR

COLORED EYE It is an innovative iPad application, that provides to virtually wear the contact lenses in a simple and intuitive way.

You can select a lens from a lenses database that includes all the standard products of the different manufacturers.

The optician can maintain a close relationship with the public with professionalism and competence, by offering a quality service and showing concretely the quality of the product. This application is based on a facial recognition system that allows you to recognize a person even if his face is rotated ensuring an easy use application and making it accessible to anyone.

FEATURES:

- Customer's face acquisition by web cam or camera
- Choice of colored lens by catalog
- Overlay the lens on the customer's iris
- Saving image
- Image Recovery and comparison of images
- Customization of brands and graphics as your material
- Social network management
- Store locator



HOSTING CLOUD SERVICES

OUR CHOICE: THE CLOUD HOSTING

The cloud is a set of computing resources distributed across multiple redundant servers available to you as a single service over the Internet.

DATA SAVE

Everywhere. Automatically.

When you make a centering not have to download a thousand times to get it on all your devices. You do not have to worry that the centering include all the latest changes. This is done automatically and with any device you use. If you have no more space on your iPad do not worry the data will be stored on the Internet.

DATA EXPORTATION

You do not even waste time to transfer the measurements on your computer or from your computer. This is because we think sbmservicecloud: always, without you need to do anything.

Do you have a management software? Why copy the data manually? You can send data to your management software via the Internet

DATA PRINTING

Once saved your data, you can retrieve them from any device and from any place in the world. So you can print them from your favorite printer and especially wherever you are.

STORE CONTROL

You have several shops, are you not always available in the optical center?

It's not a problem, you can check your measurement computer from any of the store, or download the measurements personally for viewing, edit, and save again.

DATA SAFETY

If you lose your device, sbmservicecloud helps you to find it and prevent others from using it in the meantime.

Do you have important customer's information on your iPad?

Sbmservicecloud makes daily backups of your data via Wi-Fi, so you can always restore them.

Is sufficient for you buy a new device, go online and get back all your centering.

SEND ORDERS BY MAIL

You've never had an e-mail, or do not want to use your own?

Do you have problems with sending because of settings in the outbox?

Do not worry, the system uses a personalized and private email to send your order to any laboratory around the world.



INSTRUMENTS



Desk mirror

A solution of moderate size, at just 56 cm tall must be placed on the sales counter so you can entertain the customers and drive sales directly without moving. Equipped with complete centering system, marketing module and Ocutouch system.

TECHNICAL FEATURES

Base size: 20 cm
Body Height: 56 cm Width: 18 cm
Touch screen system
Range of use: 35 cm
Material: plexiglass
Mirror: hard plexiglass
CE Certification
Power supply: 100-240V
Construction plant:
Settimo Torinese (Italy)



Desk column

The motorized solution more compact, collected in only 75 cm high, placed on the sales counter allows you to entertain the customers and drive sales without having to move from the counter. Equipped with complete centering system, module of marketing and Ocutouch system.

TECHNICAL FEATURES

Base size: 23 cm
Body Height: 85 cm Width: 10 x 23 cm
Touch screen system
Range of use: 50 cm
Material: plexiglass
CE Certification
Power supply: 100-240V
Construction plant:
Settimo Torinese (Italy)



Floor column

The solution multifunctional motorized, is the column made in Italy of SBM that with its sleek shape and dynamics provides a practical, elegant and precise instrument. Equipped with complete centering system, module of marketing and Ocutouch system.

TECHNICAL FEATURES

Base size: 23 cm
Body Height: 200 cm Width: 10 x 23 cm
Touch screen system
Range of use: 110 cm
Material: plexiglass
CE Certification
Power supply: 100-240V
Construction plant:
Settimo Torinese (Italy)



Floor mirror

The most elegant solution by SBM, with its modern design will give you the chance to create a little corner furnished. Thanks to its full potential can drive the sale from the choice of the frame up to the choice of the lens. Equipped with complete centering system, module of marketing and Ocutouch system.

TECHNICAL FEATURES

Base size: 39 cm
Body Height: 210 cm Width: 100 cm
Touch screen system
Range of use: 110 cm
Material: plexiglass Mirror: hard plexiglass
CE Certification
Power supply: 100-240V
Construction plant: Settimo Torinese (Italy)

A DEVELOPMENT PLAN FOR SALE ON LINE

Many companies and groups have evaluated in a commercial view the possibility of ::

- Saving money on brokerage (not have agents but sell directly to the customer)
 - Being able to sell in countries where it would be difficult to reach with offices or premises.
 - Provide better service to the customer being able to better control the entire sales cycle, from the order's collection to delivery and invoicing
 - Being able to directly collect the comments, the feed-back of the customer without any intermediary, having also interesting input for new products or services
- What is the point of view of the customer on the online sale?

One thing is certain, the client before buying seeks confirmation, is aware that any advertising is misleading and designed to convince to propose anything, are fewer the people who see them or who take their cue.

The Centration System

The centration system detects the distance and semi distances through web cam in use at customer

All that you need is a credit card or a card with a magnetic stripe, a PC / laptop and a webcam. Then you simply need to follow the instructions that appear.

1) reference points

by a credit card or a card that has a magnetic stripe, by a marking size written on the frame, or by measurement the frame

2) acquisition image

What you need is a pc / laptop with a webcam or you can upload the image taken with other device

1. MY PHOTO:



UPLOAD



WEBCAM

2. REFERENCE:



CREDIT CARD



GLASSES
BY MEASUREMENT



GLASSES
BY MARKING SIZE

3. GENDER:



MEN



WOMEN



KIDS

HOW IT WORKS

Place the face in front of the web cam and at a distance of about 80cm from the screen . You'll probably have to allow the software to use your webcam. Once placed in front of the webcam with the card below the nose some picture will be taken. At this point you just need to get the measures, all this in a few moments.

SPUR TO PURCHASE THE BETTER LENS

A careful medical history, in different languages, can allow our system to advise our customers the lens more suited to his needs.

Starting from the focal

- For reading
- Bifocal
- Progressive
- Free form
- Degressive

To the treatments

- Anti reflect
- Photocromatic
- Dirt Resistent

This is thanks to the media clips that represent, in accordance with the specifications included, the vision through the same lens, convincing the customer of their quality

LENS THICKNESS DISPLAYING

Our system for thicknesses calculating requires the following data that must be sent by a specific file oma for the lens to display:

For single vision classic lenses :

Lens power that will be considered, external surface of base curve, inner surface of the base curve, thickness at the center.

For aspherical lenses, progressive lenses (inner or external progression), individual lenses / freeform:

Base curve of the classical surface , map file of non-classical surfaces quotes, thickness at the center

For all lenses is also needed to receive the tracing data of the shape for the lens cut

The output can be:

Textual:

- calculation results are displayed as text

Two dimension view:

- cross-section of the lens on a diagonal
- superficial view (front) with shades of color to identify the thickness
- superficial view (front) with the edge thickness of the lens.

Three dimension view:

- Vision of the lens in 3D WITH FIXED IMAGES