

First EyeSite™ Kiosk Debuts at Georgia Wal-Mart

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ATLANTA, June 26, 2008 /PRNewswire-USNewswire via COMTEX/ -- Initial test market results reveal 30 percent of more than 6,000 north Georgians have never had their eyes examined by an eye care professional. When more than 6,000 north Georgians took a simple vision test using EyeSite(TM), a breakthrough self-service vision screening kiosk, inside a Wal-Mart store in Cumming, GA earlier this spring, the results showed that 30 percent of the participants had never visited an eye care professional for an examination. In addition, 80 percent of the people who used the kiosk were recommended to see an eye care provider.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080626/DC26263>) These statistics come as no surprise to Jenny Pomeroy, CEO of Prevent Blindness Georgia (PBGA). PBGA's mission is to double the number of Georgians who seek regular eye exams by the year 2020.

"We know that people go to the dentist three to four times more often than they get an eye examination," said Pomeroy. "The concept of an EyeSite kiosk is a wonderful vehicle to deliver eye health messages to the public, such as information about glaucoma and for reminding diabetic patients that they need an annual dilated eye exam." The EyeSite kiosk is the brainchild of Atlanta entrepreneur Bart Foster. His start-up company, SoloHealth, is in the early stages of testing the self-service vision screening device in several markets. Foster shares a passion with PBGA to bring more awareness to people about the importance of visiting their eye care professionals for regular eye exams.



"Through the years, PBGA has done an incredible job of working with eye care professionals to provide free vision exams to our communities in Georgia and to raise awareness about the importance of regular eye exams," said Foster, who also sits on the board of PBGA. "As SoloHealth moves to the next stages of marketing and launching EyeSite, we will look for ways to partner with PBGA to drive more people to see their eye care professionals for eye examinations." SoloHealth plans to launch its kiosks in high traffic retail locations, such as Wal-Mart stores. "We know that Wal-Mart is committed to providing affordable, accessible solutions to America's healthcare challenges, and joining with them gives SoloHealth an opportunity to offer Wal-Mart customers a convenient first step on the road to better awareness and eye health," said Foster.

The kiosk is not designed to replace an eye exam. Instead, the highly sophisticated optical software and interactive video interface accurately assesses distance and near vision. A printout indicates the results, provides eye health and product information, and refers the user to a participating eye care professional nearby.

According to Pomeroy, many people are at risk for eye disease because of their health history, family background, or ethnicity. "People are drawn to the kiosks to get free vision screenings, but in the process they learn about their risk for eye disease and the importance of regular eye exams for early detection," Pomeroy said.

About SoloHealth SoloHealth (www.solo-health.com) is an early stage startup in Atlanta, GA that is positioned to capitalize on the growing consumer preference for self-directed healthcare services.

SoloHealth's inaugural product is EyeSite(TM), an interactive kiosk that provides vision health information, as well as a customized vision report. It also directs consumers to an eye care professional nearby.

Earlier this year, SoloHealth's EyeSite kiosk won three Awards of Excellence, including "Best in Show" at the KioskCom Self Service Expo and The Digital Signage Show in Las Vegas. More than 100 entries were submitted and 11 awards were presented. Past winners honored included: BMW, SONY, FedEx, AAA, the US Postal Service, and Hilton Hotels.

SoloHealth was selected as one of the 2008 "Top 40" Innovative Technology companies in Georgia by the Technology Association of Georgia (TAG), the state's leading technology organization. Earlier this year, SoloHealth also was accepted for membership by Georgia Tech's Advanced Technology Development Center (ATDC).

About Prevent Blindness Georgia Prevent Blindness Georgia (www.pbga.org) was founded in 1965 as the state affiliate of Prevent Blindness America, the nation's leading volunteer eye health and safety organization. Its mission is to prevent blindness and preserve sight for the residents of Georgia through vision screenings for children and adults, eye exams and glasses for indigent seniors, the homeless, and working poor adults, public education on eye health and safety for persons at risk for eye disease, and vision screening training. These services are made possible through the generous support of the American public. For more information or to make a contribution to the sight-saving fund, visit www.pbga.org or call 404-266-2020.

SOURCE Prevent Blindness Georgia URL: <http://www.pbga.org>

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