



**For Immediate Release**

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## **Eyemaginations Partners with SoloHealth to Enhance Public Eye Health Education with EyeSite™ Vision Kiosks**

### **Kiosks Provide Vision Assessment, Drive Consumers to Eyecare Providers for Eye Exams**

**Atlanta, July 14, 2009** — SoloHealth ([www.solo-health.com](http://www.solo-health.com)), maker of EyeSite™ self-service vision testing kiosks, announced today it will team with Eyemaginations, the leader in eye care education, to enhance the educational experience featured in the kiosks, which will be introduced into at least two new markets later this summer. The EyeSite kiosks contribute to eye care industry growth by offering free, simple and quick vision assessments and driving consumers to local eye care professionals for comprehensive eye exams.

“Our goal is to get people to think about their eyes when they think about their overall health, and to take the appropriate steps to minimize their eye health risks,” said Bart Foster, CEO & founder of SoloHealth. “In line with this goal, Eyemaginations provides a wealth of educational content and 3D animations which will enhance the EyeSite kiosk experience to educate people about various eye conditions and diseases, and encourage them to continue the eye health dialogue with an eyecare professional.”

Initial kiosks are being sponsored by Transitions Optical, Inc., Optos, and other leading eye care companies who demonstrate a mission to educate consumers on the importance of eye health. EyeSite kiosks are not a replacement for a comprehensive eye exam. Rather, prospective patients answer a series of lifestyle questions on a touch screen, and are presented with various-sized letters to determine near and far distance acuity, all in less than five minutes. They are then given a printout with basic results (not a prescription) and are encouraged to schedule a full, comprehensive examination with a local eye care provider who is listed in the system or located via zipcode. The EyeSite system can advise the selected eyecare practice to follow up with the prospective patient, or the consumer can contact the practice directly.



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SoloHealth

“Health care is changing rapidly, and people need a reliable and trusted means to receive information,” said Jeff Peres, CEO of Eyemaginations. “By collaborating with SoloHealth, we are able to heighten eye health awareness among the public. We believe that this empowers consumers to make increasingly educated health care decisions, such as seeing an eye care practitioner for their specific eye health needs.”

Established in late 2007, SoloHealth has placed EyeSite kiosks throughout its home base of Atlanta in retail locations such as Walgreens, Kroger, and shopping malls. Since September of 2008, SoloHealth’s EyeSite kiosks have been used by more than 125,000 people.

Results have shown that of the people who have used the EyeSite kiosk, over 45 percent report a family history of eye disease, yet 25 percent have never had an eye exam, Foster said. Many of these people go on to book appointments, becoming integrated into the eye care system.

The kiosks will be placed in additional high-traffic retail environments within the new markets – which will be announced later this summer. Kiosk locations may include grocery stores, drug stores, hospitals and malls.

### **About SoloHealth**

SoloHealth ([www.solo-health.com](http://www.solo-health.com)) is a healthcare technology company developed in response to the growing consumer preference for self-directed healthcare services. SoloHealth's inaugural product is EyeSite™, an interactive kiosk that provides vision health information, as well as a customized vision report, and also directs consumers to a local eye care professional.

The company has garnered many awards, earning a spot in the top five of Forbes.com’s 2008 “Boost Your Business” entrepreneurial contest.. EyeSite has won three Awards of Excellence, including "Best in Show" at the Kiosk.Com Self Service Expo and The Digital Signage Show in Las Vegas. SoloHealth was also selected as one of the 2008 "Top 40" Innovative Technology companies in Georgia by the Technology Association of Georgia (TAG.. Additionally, SoloHealth was accepted for membership by Georgia Tech's Advanced Technology Development Center (ATDC) in 2008 and was featured on CNBC in June 2009.

### **About Eyemaginations**

Eyemaginations, Inc. is a health care media company focused on solutions that support professionals, patients and corporations in communicating and understanding complex topics. The company's in-

depth experience with animation, design, and software has enabled Eyemaginations to create integrated systems that provide clear and concise education solutions. Eyemaginations has a portfolio of products that are focused on eye care, hearing, allergies, asthma, ENT and facial aesthetics. The company has offices in the United States and Europe. Eyemaginations can be reached at 877-321-5481 or [www.eyemaginations.com](http://www.eyemaginations.com).

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