



VM 2011
global
Leadership
summit





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American Optometric Association



THE AMERICAN OPTOMETRIC ASSOCIATION AND 3D@HOME CONSORTIUM SIGN MEMORANDUM OF UNDERSTANDING

*Organizations Will Share Scientific, Clinical
Research for Better Understanding of 3D/S3D
Viewing and Promotion of Vision Health*

March 15, 2011, (New York, NY)



American Optometric Association



3D Vision Prevention Model

Secondary
Prevention 3D

+42%
Sensitivity

Risk Factor
Identification

94%
Specificity

Self referral to Eye
Care Professional

Patient
Empowerment



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3D VISION & HEALTH SYMPOSIUM NEW YORK NY 3.15.11

*The Public Health
Implications of Virtual 3D*

*The Visual System and
Virtual 3D - Exploring a New
Dimension*

The User Experience Story

*The Industry Response to
Public Health Needs*

3D – A Disruptive Technology For The Ophthalmic Business Sector?

A disruptive innovation is an innovation that disrupts an existing market.

An innovation that improves a product or service in ways that the market does not expect

We, the AOA, representing the doctors on the front line of eye care see 3D Vision technology as a disruptive innovation for health care and for society at large

It is time for all of us to put on 3D glasses to look at the future of the eye care professions and the eye care industry !





Opportunity

NEXT EXIT