



VM 2011
global
Leadership
summit





Roy Hessel

Founder and CEO EyeBuyDirect.com



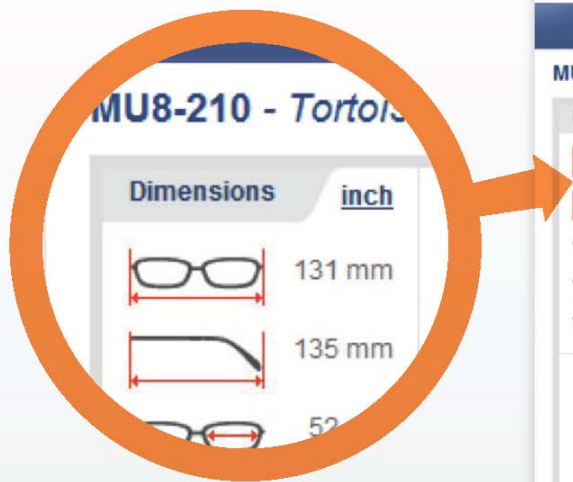
VM Global Leadership Summit

ROY HESSEL, CEO

MARCH 2011



ONLINE EYEGLASSES



THE #1 ONLINE EYEGLASSES SHOP

Customer Service: 301-760-7870, 301-825-5662

Home | Men's Glasses | Women's Glasses | More Frames

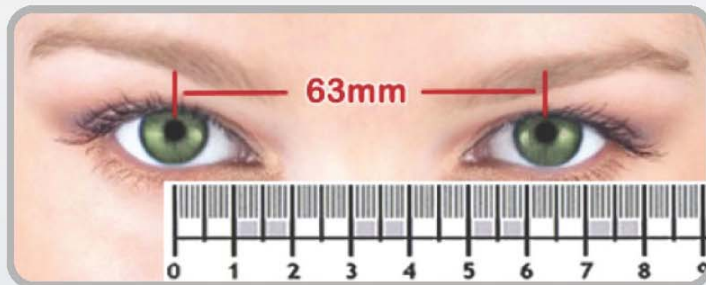
MU8-210 - Tortoise (Medium Size)

Dimensions	inch
	131 mm
	135 mm
	52 mm
	29 mm
	18 mm

Retail Price: \$200.00
 Our Price: \$39.95

[SELECT LENS](#)

Our price includes single vision prescription lenses



	SPH	CYL	AXIS	ADD
O.D.	-3.75	-1.25	178	+2.5
O.S.	-3.75	-1.50	180	+2.5

3 CRITICAL DATA SETS



BRICK AND MORTAR

ONLINE

Visual ①



Image of visitor

Inferred ②



*Analytics, Tracking,
cookies, etc.*

**Communicated
/Shared** ③



Contextual activity

EYETRY



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Home

Men's Glasses ▾

Women's Glasses ▾

More Frames

Q Input keywords here

Search

Back

1 Select a Photo

2 Adjustment

3 EYETRY



Start trying on frames!

Keywords Gender **Men & Women** ▾ ✕

Style	Material	Special
<input type="checkbox"/> Rimless	<input checked="" type="checkbox"/> Plastic	<input type="checkbox"/> Party
<input type="checkbox"/> Fashion	<input type="checkbox"/> Metal	<input type="checkbox"/> Designer
<input type="checkbox"/> Sport	<input type="checkbox"/> Flexlite	<input type="checkbox"/> Goggles
<input type="checkbox"/> Classic	<input type="checkbox"/> Titanium	<input type="checkbox"/> Reading

Other

Color **--All--** ▾ Price **--All--** ▾

Size **--All--** ▾

Advanced

Sunglasses

Progressive and Bifocal frames Designer Prescription

Reset

Click here to search

Compare



Philly/\$39.95

Retail Price: \$119.85

Small-Medium Quadra-shaped ladies'

Add to Cart

Add to Favorites

WALL OF FRAME



Currency English | Like 3K | Log In Contact Us My Favorites Order Tracking View Cart

Customer Service
301-760-7870
301-825-5662

McAfee SECURE TESTED 13-JAN

Home Men's Glasses Women's Glasses More Frames | Input keywords here Search

The Wall of Frame

Here's looking at you!
Thank you Bob M. for being a loyal customer and the great suggestion

Like 49 likes. Sign Up to see what your friends like.

Order by post time comment count rating hit count

Recent Comments

Sandra to 's picture said:
"Al, I like this pair. You have nice blue eyes and a lighter color frame brings them out. Have you thought about a silver frame to match your nice hair? Silver frames would really make your blue eyes stand out."
Sandra

Sandra to 's picture said:
"Too wide for your face Sandra"

Sandra to 's picture said:

Filter Wall of Frame

Style	Material	Special	Gender
<input checked="" type="checkbox"/> Rimless	<input checked="" type="checkbox"/> Plastic	<input checked="" type="checkbox"/> Designer	<input checked="" type="checkbox"/> Men
<input checked="" type="checkbox"/> Fashion	<input checked="" type="checkbox"/> Metal	<input checked="" type="checkbox"/> Sunglasses	<input checked="" type="checkbox"/> Women
<input checked="" type="checkbox"/> Sport	<input checked="" type="checkbox"/> Flexite	<input checked="" type="checkbox"/> Goggles	
<input checked="" type="checkbox"/> Classic	<input checked="" type="checkbox"/> Titanium		

Filter Search Results EyeTry

Google Friends Connect

Join this site with Google Friend Connect

Members (141) More »

Already a member? Sign in

Comments (76)

Want to contribute? Join or Sign In

Hope I'm doing this right. Here's my

Name: Amber | Name: Peter | Name: riancy | Name: sharon | Name: Honesty

Name: dan | Name: lisa | Name: tuy | Name: Dawn | Name: Chris

Name: Heather | Name: Victoria | Name: Kim | Name: Claudia | Name: Ghislain

Name: Jeanne | Name: Ian | Name: Ashley | Name: SUSAN | Name: Carol

RECENT COMMENTS ←

"ORDER BY" FUNCTION
CUSTOMERS TWEETS
+ COMMENTS

Recent Comments

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Sandra

to 's picture said:

PERSONAL WALL



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Home

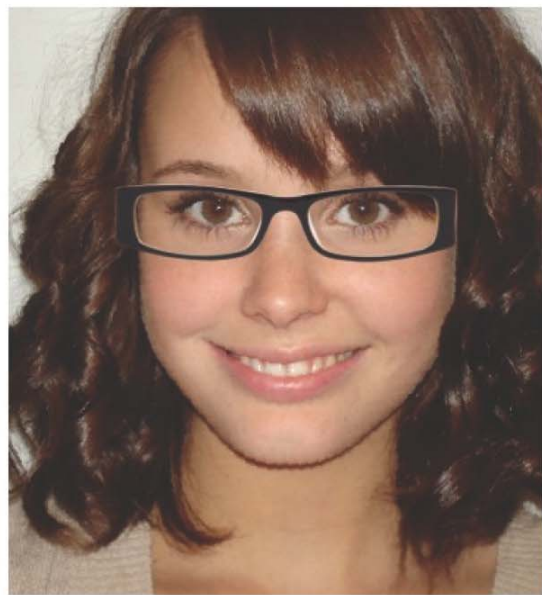
Men's Glasses ▾

Women's Glasses ▾

More Frames

Input keywords here

Search



Alyson's Eyetry Picture

Rate: ★★★★★ 23 ratings

Login is required to post comments!

[Login Now](#)

Comment List

[Alyson](#) (1 hour ago)

I decided to buy these glasses mostly because I liked the design, but I also believe the Eyetry helped me see how they would look on my face. I hope the glasses I ordered live up to my expectations.

[Roy](#) (1 hour ago)

They look fantastic on you. Actually, I can't see how any frame can look bad on you...you should be an eyebuydirect.com model.

[Alyson](#) (1 hour ago)

Thanks! But I think that I'll stick to my day job.

[Katia](#) (2 hours ago)

Let me know how they fit. They look so cool on you!

[Alyson](#) (2 hours ago)

I recieved my glasses in the mail today and I love them! They fit my face perfectly and they look exactly the same in person as they do in photographs.

[Annette](#) (2 hours ago)

I think these look great on you, and I'm glad they



Amazon (\$34.95)

A rectangular plastic frame with a salvage touch. This model is a mixture between EyeBuyDirect's top seller - the Philly and Safari. Reflecting one's personality, the outer rim is classic and plain in color, but the inside is covered with designs and wild stripes.

Prescription Lens

Single vision Lenses:
Bi-Focal Lenses:
Progressive Lenses:

[Frame Details](#) [Select Lens](#) [Eyetry](#)

Please send new frames and product updates to my email:

[Share on Facebook](#) [flickr](#) [Share on Flickr](#)

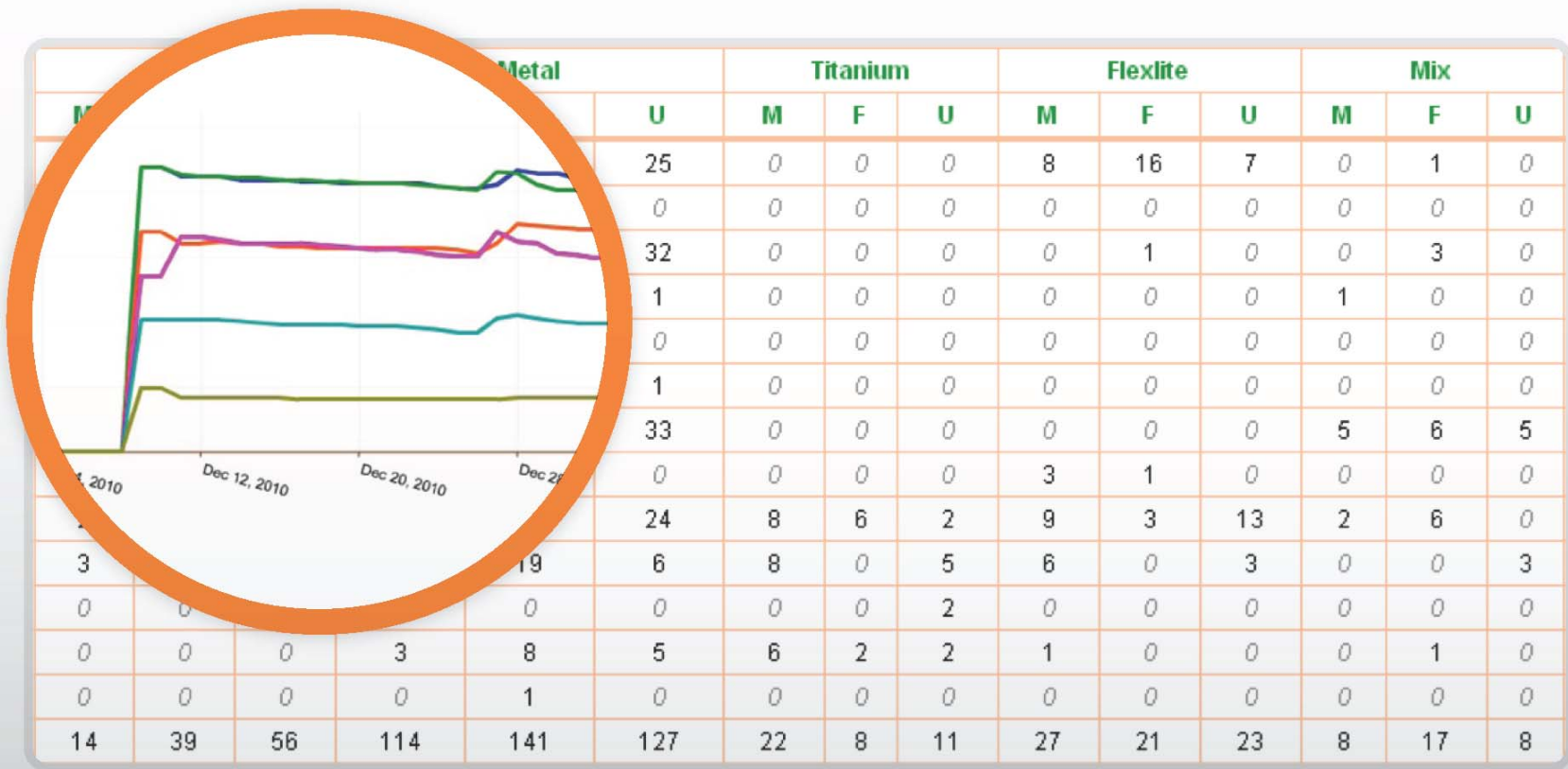
User: Alyson [View all photos \(1\)](#)

Created on: Tuesday, January 18, 2011, 8:28 am

Visits: 3368

Picture URL: <http://www.eyebuydirect.com/share/PAUdhZI46ilgthy>

WATCH THE TREES, NOT THE FOREST





0

Like

[Similar Frames](#)

[Picture URL](#)

Vote 1

Bury 0

User: Donna

Created on: 2011, January 26th Visits: 0

[View this frame](#)

[Try this frame](#)

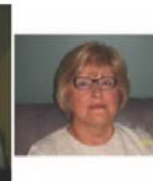
Donna's shared Photos 2/6



[Next](#)

Comments(0)

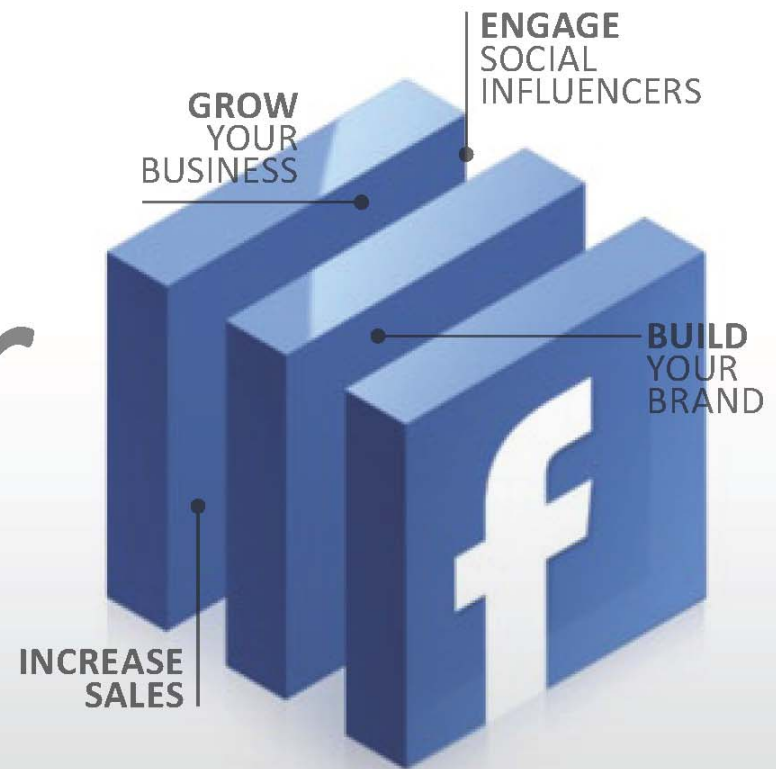
Others wearing this frame



HARMONY OR HACK?



or



THANK YOU!



Email: Roy@eyebuydirect.com