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We like to welcome to our new bi-monthly Marketing- and Product report. Please let us know if you have any inquires related and we will continue to enhance and increase our service provided.

Your Seiko Product and Marketing team

**Hot topics**

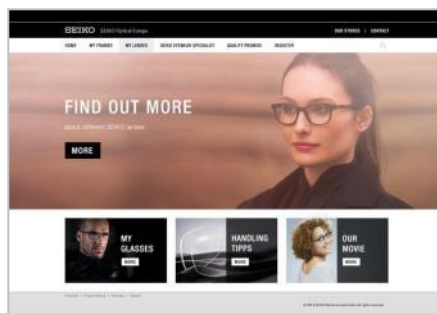
- >New consumer webpage under preparation
- >Coop with i-optics on fundus camera for easy eyetest available to optometrists and master opticians
- >Seiko S2 ready reader program to be launched during Opti
- >Seiko the Movie part 2

**B2C Website**

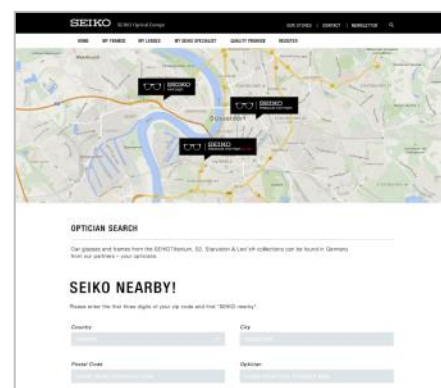
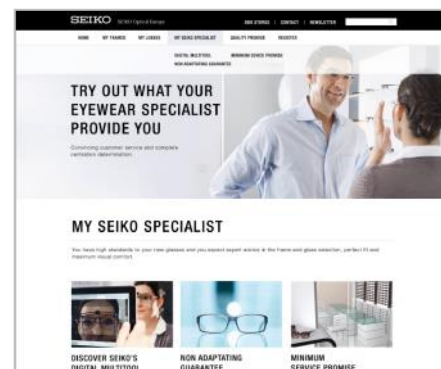
Our new Business to Consumer website to strengthen the SEIKO brand to the consumer is under construction. Features of this side will be the quality promise of Seiko, the benefits Seiko Specialist provide, consumer friendly introduction to our products, nearby opticians, registration of the Seiko purchase among many others.

Please find herewith a first impression about the look and feel of this new website that is in line with the image used by our colleagues in the Seiko watch division.

International version will be online beginning of 2015. It will be easily possible to adapt the webpage for every country and language soon.



The benefits of SEIKO products will be presented in a consumer friendly language. Registering SEIKO purchase will create a feeling of trust and security to the consumer as well as the strong Quality Promise coupled with the possibility to participate in lucky draws to win a Seiko watch.



**New STARVISION product catalogue & pricelist 2014/15**



Preisliste mit Produktprogramm 2014 - Einkauf

Gültig ab 17. November 2014 - Stückpreise in EUR zzgl. gesetzl. MwSt.

SEIKO Optical offers beside our Seiko premium product line the net line product-portfolio STARVISION, to satisfy our customer needs in the range of affordable entry level products.

For the DACH region (Germany, Austria, Switzerland), the new catalogue will be valid from the 17/11/14.

The international STARVISION catalogue will follow soon, prices and ranges can be adjusted to local needs.

**Valid SEIKO product catalogue 2014/15**

The revised and updated SEIKO product catalogue is available in English and German version via download on our webpage in the business section.

Additionally a freshly designed catalogue binder is available.

Major updates product related are:

- Individualized PAL **SEIKO SUPERIOR Xcel** with three Lifestyle design options
- Increased range of the blue light filter coating **SEIKO SuperResistantBlue** now on 106 lens products
- Increased range of **SEIKO EXTENSIVE VISION**
- Stock lens option for **SEIKO SuperResistantCoat** beside SEIKO SuperCleanCoat

- Bigger power ranges for index material 1.60 & 1.67 in clear/tints & Transitions
- **SEIKO MIRROR** on 1.67 index for 24 lens products
- **SEIKO brand engraving** on right lens for remote edging orders (also page 4 & 5)

**Outlook on SEIKO lens products for 2015/16**

New products in our pipeline are:

- SEIKO Trivex (1.53) for several lens design products
- SEIKO Curved Series for SV and PAL products
- SEIKO MIRROR Green on index material 1.67, Tribrid, 1.60, 1.53 & 1.50
- SEIKO 1.74 Transitions Rx for several lens products

**Seiko Lens.Net+ will get a successor in 2015**

Follow up for SEIKO Lens.NET+ by a new and simplified software solution is under preparation. This tool will be partially already launched in Seiko France to support the this growth driven by the changes in the French health insurance system.

**SEIKO Digital MultiTool**

SDMT launched in 2013 will undergo a major update to further support our customers and enhance services provided.



The ECP's are very satisfied with the easy and fast handling. But sometimes they possess already a measurement device and they only need the lens demonstration and frame consulting tool.

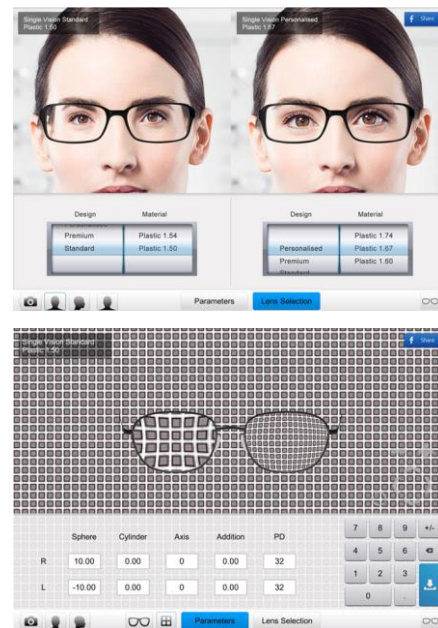
To support the customers we developed a "consultation only" version of the SDMT. In future the ECPs will

have the choice between the full blown measurement and consultation system, as it exists or a consultation only version that consists of two modules:

1. Lens consulting
2. Lens consulting + Frame consulting

Both tools will support the opticians in selling High End SEIKO lenses and frames as the **LENS CONSULTING** will focus on the **lens visual and coating performances** provided among and

the **FRAME CONSULTING** will focus on the **aesthetic improvements** available through thinner materials and minifying and magnification effects possible. See some examples already included



Our purchasing prices are extremely attractive and provide us the flexibility to leverage this tool with many customers.

Additionally we will add new lens consulting features for colour presentation, SRB coating to match the EasyScan story (see next tool) and more realistic and impressive augmented reality functions.

The new Apps will be available in January 2015.



### EasyScan a fundus camera for the optician to assess eye health and coop with ophthalmologist

Beside our SEIKO Digital MultiTool we will support the business of our customers additionally with a high professional fundus camera called SEIKO EasyScan.

The new SEIKO EasyScan eye care test is a retina exam that brings the optician a profitable consumer eye-care experience, packed in a straightforward turnkey concept.

It takes only three minutes to complete a full image set. The zero-dilation EasyScan camera is based on premium hospital technology and the result: stunning high-resolution images. Consumers will love the EasyScan test because it is fast, easy, comfortable and it gives them a unique view of the inside of their eyes. Often for the first time.

It's a perfect tool for revenue boost, traffic increase, enhanced customer loyalty, improved consumer spending, expert positioning differentiation...**AND to upsell material index SRB coatings, UV400 etc**

We will present the new tool for the first time at the Opti Fair in Munich.



EasyScan

### SEIKO PR texts

A new cooperation with a PR writer will now allow us to offer a variety of PR texts, informative and attractive at the same time. If you have any subject you would like to cover, please feel free to contact us. Texts already available are SEIKO SUPERIOR Xcel and SEIKO SuperResistant Blue. More will follow soon.

Find everything on Marketing ExchangePR.

### SOG Partner Programme for 2015

has now been finalised. In addition to the already existing categories SEIKO Premium Partner und SEIKO Partner there will now be the new SEIKO Premium Partner **Plus**.

Unsere Leistungen	SEIKO Premium Partner <b>Plus</b>	SEIKO Premium Partner	SEIKO Partner
Besondere Nennung bei der SEIKO Optikenmesse	•	•	•
Zugang zum SEIKO Geschäftspartnernetz	•	•	•
Zugang zum SEIKO Marketing Portal	•	•	•
Regelmäßige Schulungen durch den SEIKO Assistenten	•	•	•
Ihr Ansprechpartner betreut Sie nach Ihren Wünschen	•	•	•
Wenigerfache Abrechnung von Reklamationen für Ihr Ladengeschäft	•	•	•
Sonderkupon auf eine SEIKO Gleitsichtlinse	•	•	•
Sonderkupon auf eine SEIKO Einstrahlenlinse	•	•	•
Sonderkupon auf eine weitere SEIKO Gleitsichtlinse	•	•	•
1,5% DRG-Rabatt	•	•	•
100% Verfügbarkeitsgarantie für SEIKO Gleitsichtgläser	•	•	•
100% Verfügbarkeitsgarantie für Stanlion Gleitsichtgläser	•	•	•
Gutschift bei Werkstoffbruch	(100%)	(100%)	(50%)
Gutschift bei Fehlfabrikation	(100%)	(100%)	(50%)
Gutschift bei Falschbestellung	(100%)	(100%)	(50%)
Separation SUN Aktien	12 Monate	Abstrichstrom	Abstrichstrom
SEIKO Xtra Service Paket	•	•	•
Regelmäßige SEIKO Produkt- und Verkaufskampagnen	•	•	•
Werkzeugtausch auf den Einsatz mit SEIKO Glas-Produkten	3%	2%	1%

**Ihre Leistungen**

Für Ihren Verkaufserfolg erhalten Sie eine SEIKO Uhrkunde, die für alle weiteren SEIKO Partner auszeichnet	SEIKO Premium Partner <b>Plus</b>	SEIKO Premium Partner	SEIKO Partner
Als SEIKO Premium Partner <b>Plus</b> erhalten Sie kostenfrei eine hochwertige, disposable LED Leuchtquelle für öffentliche Stellenplätze in Ihrem Verkaufsräum.	•	•	•
Ihren Kunden gegenüber beweisen Sie Kompetenz und Professionalität mit der Nutzung des SEIKO Digital MultiTools	•	•	•
Mit der Abgabe des SEIKO Marken-Zertifikats bestätigen Sie Ihrem Kunden den Kauf eines SEIKO Markenproduktes	•	•	•

The emphasis of the new program is

- on SEIKO brand, with a diversity of material to support the optician at the point of sale
- on the simple and significant cooperation, as there are many services and extras available without charge
- on the technical support and demo materials

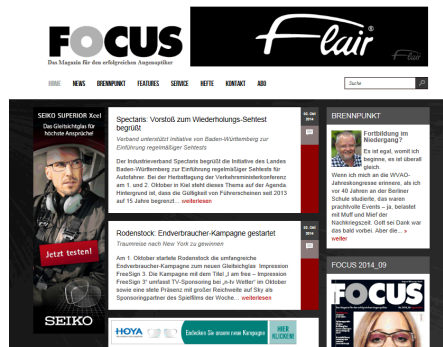
A new marketing catalogue has been created to show the width of our services and marketing offer.



### SEIKO SUPERIOR Xcel product study is the current SOG sales campaign

for the area sales managers in Germany.

Supporting materials include a poster and ads, as well as an end user questionnaire and the chance to win a SEIKO watch. An online banner on the internet page of one of the leading German trade magazines will lead interested opticians to a micro site where they can find more information and register their participation. This will be available soon at <http://www.euro-focus.de/>



### SRB Displays

A rather stunning 3.000 displays for SEIKO SuperResistant-Blue have been produced – with end user flyers in eight different language varia-



tions. All markets should now have received their quantities, please contact us in case of any question.

**SOG will support SEIKO SuperResistantBlue** with a marketing package containing posters, ads, customer mailings and the chance for the optician to win an iTunes coupon when ordering the display.



months: 8 out of 11 models are listed in the TOP 10 sales ranking list in Europe.



The story of success will be continued with four additional new models T 6012 - T6015 that will be launched during the opti show in Munich January 2015.



**SEIKO EYEWEAR THAT PERFORMS**

There are two sources of demand in the frame business - driven by functional products that focus on the product innovation and technology, and eyewear - driven by personal accessory products. This important factor has been considered in the SEIKO Optical Eyewear collections SEIKO, S2 by SEIKO Optical Europe & Starvision the collection.

**SEIKO TITANIUM Gents Styles Comfort Fit**

Beginning 2014 SOE launched a new generation of contemporary Gents frames consisting of 11 styles in an even sportier elegant design. Comfort Fit by SEIKO Optical.

The model numbers: T6001 - T 6011. This new segment of the SEIKO frame collection was designed in Europe and combines titanium, finished ION Plating, the most resistant galvanic coating available on eyewear. The 6000 series frame collection is addressed to men who enjoy the comfort of lightness, innovation and style. All models are high performers. Sales result after nine

**Seiko S2 - Ready Reader Program**

Beginning 2015 SOE will launch a set of glazed ready reader frames S2. We will offer glazed frames SZ 406 & SZ407 as a set of ready to wear eyewear. Powers ranges are between + 1.00 and 3.00 dpt.

The idea is to combine a Titanium frame with 1.60 index SEIKO lenses to provide a premium offer for the opticians coupled with the Seiko brand.

The set will arrive in a stylish box that can be used on the shop counter or even for restaurant usage. A

reading chart will be integrated to quickly select the correct power.

Glazed frames will be available for 59€ for opticians providing the possibility to suggest attractive retail prices.



More details in the next issue and any feedback is welcome.

**Production location SOEL with attractive impact on SEIKO**

Our European facility in Lippstadt has broadened its capabilities further.

SEIKO SuperResistantBlue is available on a broad range of products to simplify our customer's life when ordering.

Additionally SOEL has been upgraded with MEI edgers to enhance our remote edging capabilities and to prepare for curved edging with step level in the future.

To carry the SEIKO brand to the consumer SEIKO brand engraving is available from SOEL. When customers provide the frame shape data this nice feature can be added to any Seiko lens sold.



**SEIKO Branding available from SOEL**

Our European facility in Lippstadt has enabled a new important option which support identifiable branded lens products under the brand SEIKO.

The lenses are identifiable as branded products due to a subtle engraving. This premium quality feature enables our customers to authenticate and differentiate to the consumer.

The position is fixed automatically according to the shape on temporal side of the right lens.

The required shape data can be forwarded electronically or by sending the frame itself.



The best and ideal combination is the use of the SEIKO remote edging and finishing.

Contact SEIKO customer service center for further information: [eSales@seiko-optical.com](mailto:eSales@seiko-optical.com).

### International visitors at SOEL of customers from SOE Export partner

06.+07.10.2014 Russian opticians were visiting our facility in Lippstadt SOEL. Our Russian distribution partner Krupon with the office S-Lens in Moscow invited this customer group to have a detailed look into all the processes for lens production at SOEL.

This was also combined with an interesting lecture about SEIKO lens products. This kind of visits is having very positive influence on the customer loyalty and will be done again in 12-2014.



### Save the date – Opti fair

Opti fair will take place from 9. – 11. January 2015 in Munich. The German sales team will welcome their customer on a refreshed booth presenting Specialist Program, SUPERIOR Xcel as well as Curved and Mirror lenses. In addition, the frame department will present their latest frames.

Furthermore, we will present on a separate booth our cooperation with Easyscan.



### SEIKO The Movie – Part 2

Due to the high acceptance of SEIKO Image Film we've decided to develop a second part. In this film we will focus on the product benefits of SEIKO lenses. The film is expected to be completed early next year.



### Any questions, remarks or feedback?

We are looking forward to hearing from you:

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