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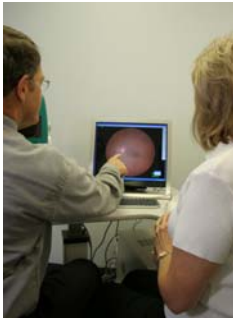
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**NEW ELECTRONIC BRIDGE CREATES SMARTER ROUTE  
FOR EYECARE PROFESSIONALS.**

Kowa's electronic bridge provides seamless communication between Officemate's ExamWRITER and Kowa's Digital Imaging System.

Los Angeles, CA—Kowa, maker of the most advanced high performance Digital Imaging System, has just announced the creation of a new software enhancement that allows complete interface with Officemate's popular ExamWRITER program.

The electronic bridge was designed to give practitioners direct access to the ExamWRITER program information without going through the problems of trying to integrate ExamWRITER directly into the VK2 system. So you'll have complete access from Officemate's screen, and still keep all files and information fully secure on the VK2 system.



"We believe that this electronic bridge is a smarter approach to linking the software program and the DIS together, rather than trying to install the software program onto the DIS hard drive," remarked Craig Ross, Vice President of Kowa Optimed. "With some other systems, the ExamWRITER's program wasn't being fully maximized when they tried to merge it onto their DIS system. With our new bridge, both the Kowa VK2 system and the Officemate software operate at maximum efficiency, and both are fully inter-linked but still not merged." He pointed out that the new electronic bridge will help streamline procedures in practices saving time, money and confusion. "This really does help prevent computer crashes and glitches that are often caused by merging," Ross said.

Echoing that feeling is Ed Buffington, Officemate's CEO, "We created ExamWRITER to be the pre-eminent software for comprehensive eye practice management and communications. With Kowa's new electronic bridge solution, we are assured both ExamWRITER and the Digital Imaging System are fully compatible and operating at peak efficiency. This is a smart solution for eye care professionals who expect perfection from their systems."



With Kowa's VK2 high performance Digital Imaging System, the whole retinal imaging procedure has been re-thought and refined. Optics achieve a level unmatched by any other system, and the workflow efficiency of the entire process has been simplified, streamlined and systematized to provide faster patient set-ups, total image manipulation capability and true network functionality. When linked with the ExamWRITER software program, practices can enjoy even greater information access and retrieval. The Digital Imaging System is the latest advancement from the Optimed division that is quite literally changing the entire eye care industry.

**About Kowa Optimed, Inc:** Kowa Optimed Inc. was founded in 1980 to provide a direct presence to the North and South American markets for Kowa's Electronics and Optics products. Kowa Optimed is a part of Kowa Company Ltd., which was founded in 1894. Kowa is the largest privately owned company in Japan and is ranked as the 5th largest trading company. For more information contact KOWA Optimed, 20001 S. Vermont Avenue, Torrance, CA 90502, Phone: (800) 966-5692 or visit [www.kowa-usa.com](http://www.kowa-usa.com)

**About Officemate:** OfficeMate Software Solutions is a wholly owned subsidiary of Marchon Eyewear, which are the world's largest privately owned producer and distributor of fashion and technologically advanced quality eyewear and sunwear. For more information, contact Bill Hatch at OfficeMate Software Solutions. Phone: (800) 269-3666, ext. 5009 or visit [www.officemate.net](http://www.officemate.net)

Editor's note: For hi-res digital images, please contact [dan\\_meyers@sbcglobal.net](mailto:dan_meyers@sbcglobal.net)

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