Hello Doctor!
If you’re reading this, the person who gave it to you is one of over 11,000 people who visited our website looking for a provider of Vivid Vision© - Vision Therapy in Virtual Reality™.

They were unable to find another provider near them, so they want you to be the doctor who makes Vivid Vision available to them. This person, and countless others, are waiting for a clinic like yours to take the lead in offering the future of Vision Therapy.

Patients in your area are ready to set appointments with you. Keep reading on to learn why they’re eager to use our system.

Regards,

James Blaha
CEO Vivid Vision

"I had a lot of people asking me about Vivid Vision and I kept telling them, 'It’s our silver bullet!'"

-Dr. Dan Fortenbacher, OD, FCOVD
Wow Vision Therapy Center
what is vivid vision?
The vision therapy system of the future... in Virtual Reality.

Vivid Vision utilizes high-quality virtual reality technology to deliver an unprecedented vision therapy toolset in a fully immersive, life size, 3D virtual environment without the boundaries of a TV or computer screen.

- Using a head-mounted display, your patient can sit, stand, and move around freely
- Differential image rendering allows independent control of visual stimuli for each eye
- Virtual prism technology means all activities can be set to a patient’s angle of deviation
- Vergence ranges and jump duction activities work to increase fusion ranges
- Requires no filters, batteries, or large TV monitors
- Distance and near activities all in one device
We provide vision therapy in the form of challenging video games with anti-suppression effects built-in, all while improving visual acuity, fusion ranges, depth perception, and more.

Our software toolkit gives the clinician access to a wide range of diagnostic and treatment settings, such as enabling monocular occlusion, manipulating contrast elements seen by the amblyopic and dominant eye, applying a blur filter to the dominant eye, and much more.

**Hardware Specifications:**
Custom-built, optimized for virtual reality and ready for future upgrades.

- Touchscreen monitor for live control and patient activity mirroring
- Custom Windows PC pre-loaded with Vivid Vision software
- Oculus Rift virtual reality head mounted display
- Oculus Touch dual-controller + tracker bundle
- Leap Motion controller, for tracking natural hand movements without gloves or gadgets.
- Xbox Gamepad
- Wireless mouse and keyboard
We're excited to offer a home version of our system to both doctors and patients that makes it easier than ever to access the benefits of using our system. The home version is used in conjunction with our clinical system to achieve a broad range of treatment options.

There are several use cases that make our home version the perfect solution-- as a supplement to in-office treatment, for patients who can’t visit the clinic frequently, as a post-treatment maintenance to a standard in-office VT program.

**Hardware Specifications:**
Custom-built, optimized for virtual reality and ready for future upgrades.

- Preferred device is purchased by the patient out-of-pocket, at retail
- Vivid Vision Home runs on:
  - *The Samsung Galaxy series phone + GearVR*
  - *Daydream supported phone and Daydream Headset*
  - *The Oculus Rift*
  - *The HTC Vive*
Our dedicated Sports Vision module allows patients to work on eye-hand coordination, reaction time and peripheral awareness by tracking and engaging targets situated in 3D space.

Other sports vision tools use a flat screen TV that does not allow objects to appear in 3D. With Vivid Vision, the level of immersion created by a wide field of view with binocular disparity, coupled with the proprioceptive feedback of low latency tracking of the head and hands, makes our approach among the most advanced on the market.

**Our module incorporates:**
- Object Tracking
- Depth Perception
- Reaction Times
- Hand-Eye Coordination
- Perception Rates
- Peripheral Vision
- Quadrant Loading
- Central Lock
- Head Lock
- Amblyopic Mode

**Hardware Specifications:**
- Advanced dual-hand, head and upper body tracking for maximal ocular-motor engagements
- Sports Vision utilizes the same core setup as Vivid Vision for Clinics
- The new Oculus Touch© controllers deliver unprecedented precision in tracking fingers, hands and arms in 3D space.
- An additional (included) tracking camera increases the trackable area of play to 5’x5’, allowing for more full-body engagement.
Vivid Vision utilizes a binocular approach to anti-suppression therapy. As opposed to more traditional monocular fixation in a binocular field (MFBF) activities (now given the fancier buzzword of “dichoptic”), our use of Virtual Reality allows us to mesh central activities with an immersive 3-D peripheral environment that can be easily manipulated to overcome a suppression scotoma for strabismic or refractive amblyopes.

Additionally, other games and activities within our software solely focus on stereopsis and can be manipulated in difficulty by changing target size, disparity, etc. We have equipped our software with a virtual prism feature that affords >25 prism diopters of horizontal and/or vertical prism to be added into activities during a therapy session.

Our original study from UVEA Mediklinik evaluated 17 adult refractive amblyopes (aged 17 - 69) that underwent 8 training sessions (2x / week, 40-minute sessions) with the then beta version of our software (which we originally named “Diplopia”).

In this study, only 50% of patients entered treatment with measurable stereopsis. Following the treatment plan of 8 forty minute sessions, this was improved to 90% of individuals that now had developed measurable stereocuity.

We have a published study in BMC Ophthalmology Journal, and on-going research through UCSF, UC Berkeley, and SUNY optometry school.
Vivid Vision is committed to the success of our partner clinics. With resources like our patient referral program and co-branded online marketing, we’re connecting hundreds of new patients to providers - treating more patients, and driving practice growth.

We offer a variety of purchasing and use-based ownership programs, and our relationship with a number of top quality financial institutions allows us to offer flexible financing and leasing plans for every clinic size and type.

**Easy Onboarding and Training**
We have robust training materials for you and all of your staff to become proficient with the system quickly.

**Community Collaboration**
A Providers Forum to exchange questions, answers, tips and tricks. Submit feature requests for future enhancements.

**1st year of Premium Support, Free**
Continuous content updates, priority remote, on-site tech support, on-demand consultations and our in-office marketing Starter Pack

**Co-Branded in-office marketing materials**
Brochures, posters, decals, certificates, lens cloths

**Web-Based Profile Enhancement**
Hosted landing page, search engine optimization, social media marketing and management of automated patient referral channel.

**30 day Free Evaluation**
Make sure the system is a good fit for your practice and meets all of your expectations. If not, send it back.
Over 10,000 patients have used our Doctor Locator tool on our website. However, most of them are still waiting to find a provider within a reasonable distance from their home.

As soon as you become a provider, your clinic will appear in our Doctor Locator search results if it is within a set search radius of the patient’s location. That patient will be able to click directly from that result to a booking page which will capture their appointment inquiry.

We enjoy a steady stream of visitors to our site and Doctor Locator through social media marketing and organic search results.

Take a look at our live map of both patients and providers at https://www.seevividly.com/clinic_signups

It's all managed by us - you don't have to do anything but confirm new appointments.
Dear Doctor,

As you know, untreated Binocular Vision impairments affect tens of millions of adults and children in the USA alone¹. Most of these patients have not had the opportunity to have their conditions adequately diagnosed and treated. Our goal is to change that.

As a person who grew up with amblyopia and strabismus, I struggled my entire life with binocular vision issues. As a kid, I took my patch off every time an adult left the room, I peeked out of the side to watch TV, and I resisted all attempts to get me to do VT exercises regularly.

In 2014, inspired by new research into the neuroplasticity of the brain and the release of new VR technology I made an early prototype of what is now Vivid Vision. Using that prototype I was able to gain stereopsis for the first time in my life. I founded Vivid Vision so that the millions of people with binocular vision issues like mine could get access to better and more powerful treatment.

We think the best way to achieve that goal is by making tools for eye doctors to empower them to treat patients better than ever before. At Vivid Vision, we are working with doctors to make the vision therapy tools of the future.

Since launching in 2015, we are now in over 100 eye clinics all over the world.

We hope you’ll be the next!

Sincerely,

James Blaha

¹www.covd.org/resource/resmgr/ovd41-1/editorial_binocularpandemic.pdf
getting started
Fill out this form and fax it to us. We will contact you!

Name: ____________________________________________________________

Practice Name: ______________________________________________________

Phone Number: ____________________________ Contact preference: [ ] phone [ ] email

Email: ______________________________________________________________________

Referred by: __________________________________________________________________

Are you interested in scheduling a demo of Vivid Vision?:
[ ] Interested
[ ] Not Interested
[ ] Other: ___________________________________________________________________

Are you currently practicing Vision Therapy?
[ ] In-office + Home
[ ] Only Home
[ ] No

Are you attending any conferences in the future? (please list):
________________________________________________________________________

Are you affiliated with any professional organizations? (please list):
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Questions/Comments:
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Fax completed form to (888) 965-8846
or scan to email and send to: contact@seevividly.com