New Optical Industry Partnership Creates Innovative B2B Experience Centre

Advanced Optical Solutions (AOS), a new partnership on the Canadian optical landscape, pools resources to provide a one-stop-shop experience for independent ECPs.

Toronto, March 12, 2018 - Advanced Optical Solutions (AOS), a new joint-venture of optical companies, are pleased to announce the formation of a state-of-the-art B2B "Customer Experience Centre" in downtown Toronto.

Partners in AOS, including AXIS Medical, Frame Displays, Essilor Technologies, Lanctot and WINK software, have set up a location in the heart of trendy and historic Liberty Village in Toronto. The AOS Experience Centre will be a "showcase" practice and an optical industry meeting point designed to comfortably greet clients and display leading-edge products and services in a unique setting.

The Experience Centre consists of a 1700 sq. ft. space within the historic Toronto Carpet Factory. The circa-1899 facilities have been refurbished to create an inviting and relaxing environment including ultra high-speed internet connectivity and world-class environmental sustainability features without disrupting the charm and ambience of the original era.

The space is both ultra-modern and traditional; computer-controlled lighting for frame displays are set upon polished stone floors. Glass walls and large original hewn 9 ft. support timbers define the functional spaces within the Experience Centre. In addition to the optical gallery and the reception area, a pre-test and exam area and lab operations space contain working equipment tied together with leading cloud-based software, all of which are demo-ready for clients.

In addition to a high-speed HD-equipped meeting room within the Centre, AOS and its clients have access to the Toronto Carpet Centre facilities for larger meetings and training events. "The AOS concept goes well beyond an elegant and comfortable setting for product demonstrations", explains AOS partner, Robert Henri of AXIS Medical, "it's a place to learn and engage. The space will be made available for industry meetings and training events." AOS partner Thomas Weissberger of Essilor Technologies characterizes the Experience Centre as the antitheses of a Trade Show, "All the products, equipment and human experience are available, but there is no need to run to the next CE session or fly for three hours to reach it. The Experience Centre offers clients scheduling flexibility and has permanence. We'll be here when you are ready".

The AOS Experience Centre brings together core offerings in high-end eyewear, ophthalmic equipment, and instruments, measuring devices, practice management software and other practice solutions to make it easy for ECPs to start up or renew a productive independent eyecare business. AOS fills a gap in the market place by combining the expertise of highly qualified vendors. “The biggest challenge of ECPs is to identify and navigate through the solutions and products offered by a wide range of vendors. It is extremely difficult and time consuming to make sense of the entire landscape. AOS has done the work and knows best what works and what doesn't,” says AOS partner Vaghedi.

AOS are open to partnership discussions with additional complementing products and services. “We are interested to meet with vendors that can contribute to the Experience Centre concept and bring more services under the one-stop-shop concept,” says Vaghedi.

AOS Toronto serves the Greater Toronto Area. With approximately 2280 ECP locations, the GTA and surrounding area has the largest concentration of eyewear and eye care locations in North America. Additional Experience Centres are planned in Vancouver and Montreal, but not before 2019.

To arrange a visit to the new AOS Experience Centre, clients are asked to visit the AOS website at www.advancedopticalsolutions.ca or reach out to any of the corporate partner members.

About Advanced Optical Services
Advanced Optical Solutions is an optical industry joint-venture consisting of multiple complementing service providers. AOS partners have pooled resources to provide a state of the art AOS Experience Centre where industry stakeholders and clients can meet, learn and engage in a comfortable high-tech showcase environment. The AOS Experience Centre is located at 67 Mowat Ave. Suite 030, Toronto, ON M6K 3E3, Canada. By appointment only: Contact any of the partner representatives below or through the website form at: www.advancedopticalsolutions.ca.

AOS Partners:

AXIS Medical	Pre-test and Exam Equipment	Robert Henri robert.henri@axismedical.ca
Frames Displays Canada	Eye Care Retail Design & Displays	Mani Vaghedi mani@framedisplays.com
Essilor Technologies	Optical Lab Equipment	Tom Weissberger tweissberger@essilor.ca
Wink	Practice Management Software	Ted Harar hello@downloadwink.com

Attachments:
Photos & Logos:
Kindly respect photo credit acknowledgements for all TCF photos: Ben Rahn, A-Frame.