

VM and 20/20 Magazine Announce EyeVote Readers' Choice Awards for 2014
6th Annual Survey Highlights Companies, Products in 10 Categories

NEW YORK—*Vision Monday* and *20/20 Magazine* are pleased to announce the selections in the 6th annual EyeVote Readers' Choice Awards, a special survey aimed at identifying readers' favorite products and companies of the year.

Optical retailers and ECP readers of the two Jobson Medical Information publications were asked to identify their "favorite" products in 10 distinct categories: optical frames, spectacle lenses, sunglasses, contact lenses, optical equipment, diagnostic equipment, practice management software, EHR, optical app and online ordering. Selected companies were chosen based on both brand and company choices supplied by readers. This year's survey spanned a wide range of product brands and product groups.

Optical Frames
Readers' Choice, Company: **Safilo**
Readers' Choice, Frame Brand, Men: **Nike**
Readers' Choice, Frame Brand, Women: **Kate Spade**
Readers' Choice, Frame Brand, Teens: **Ray Ban**
Readers' Choice, Frame Brand, Kids: **Ray Ban**
Readers' Choice, Frame Brand, New Launch: **Disney**

Spectacle Lenses
Readers' Choice, Company: **Essilor**
Readers' Choice, Lens Brand: **Varilux**
Readers' Choice, Lens Anti-Reflective Coating Brand: **Crizal Avance**
Readers' Choice, Lens Progressive Brand: **Varilux Physio**
Readers' Choice, Lens Photochromic Brand: **Transitions**
Readers' Choice, Lens Brand, New Launch: **Transitions Graphite Green**

Sunglasses
Readers' Choice, Company: **Maui Jim**
Readers' Choice, Sport Brand, Men: **Oakley**
Readers' Choice, Fashion Brand, Men: **Ray Ban**
Readers' Choice, Sport Brand, Women: **Maui Jim**
Readers' Choice, Fashion Brand, Women: **Kate Spade**
Readers' Choice, Brand, Kids: **Ray Ban**
Readers' Choice, Brand, New Launch: **Bobbi Brown**



2014 EyeVote Readers' Choice		
	Readers' Choice: Company	Readers' Choice: Brand
Optical Frames		Men:
		Women:
		Teens:
		Kids:
		New Launch:
Spectacle Lenses		Lens:
		Anti-Reflective Coating:
		Progressive:
		Photochromic:
		New Launch:
Sunglasses		Men Sport:
		Men Fashion:
		Women Sport:
		Women Fashion:
		Kids:
		New Launch:

Contact Lenses
Readers' Choice, Company: **Alcon**
Readers' Choice, Toric Brand: **Air Optix for Astigmatism**
Readers' Choice, Daily Disposable Brand: **Dailies Total 1**
Readers' Choice, Extended Wear Disposable Brand: **Air Optix Night & Day**
Readers' Choice, Multifocal Brand: **Air Optix Multifocal**
Readers' Choice, Brand, New Launch: **Dailies Total 1**

Optical Equipment & Supplies
Readers' Choice, Company: **Hilco**
Readers' Choice, Brand for Finishing: **Santinelli**
Readers' Choice, Brand for Surfacing: **Coburn Technologies**
Readers' Choice, Brand for Supplies/Consumables: **Hilco**
Readers' Choice, Brand for Dispensing Tools: **Hilco**

Diagnostic Equipment
Readers' Choice, Company: **Carl Zeiss Meditec**
Readers' Choice, Brand for Equipment: **Carl Zeiss Meditec**

Practice Management Software
Readers' Choice, Company: **Eyefinity**
Readers' Choice, Brand: **OfficeMate**

EHR
Readers' Choice, Company: **Eyefinity**
Readers' Choice, Brand: **ExamWRITER**

Optical App
Readers' Choice, App: **otto from VSP Optics Group**

Online Ordering
Readers' Choice, Company Website: **VisionWeb**

This year's EyeVote survey featured two new categories: EHR and optical app. Nearly 550 voters took part in the EyeVote Survey, which ran from Oct. 1 to 29, 2014. An incentive for a chance to win a \$500 Amex Gift Card and two \$100 Amex Gift Cards was offered to encourage respondents to participate in the survey. ■

2014 EyeVote Readers' Choice		
	Readers' Choice: Company	Readers' Choice: Brand
Contact Lenses		Toric:
		Daily Disposable:
		Extended Wear Disposable:
		Multifocal:
		New Launch:
Optical Equipment & Supplies		Finishing:
		Surfacing:
		Supplies/Consumables:
		Dispensing Tools:
Diagnostic Equipment		Brand:
Practice Management Software		Brand:
EHR		Brand:
Optical App		
Online Ordering		