

# Winning Silver Award for Transitions

## Customer

Transitions Optical, founded in 1990 became the first company to commercialise and manufacture plastic photo-chromic lenses. Transitions lenses are also called adaptive lenses. They are clear indoors and at night and automatically darken outdoors as light conditions change.



## Requirement

Acquire Digital was commissioned to create an interactive kiosk application to enable customers of Optical Express and Pearle Opticians stores located throughout the UK and Netherlands to discover the benefits of Transitions lenses first hand.



## Solution

Using the Acquire Premier Editor Suite, Acquire Digital provided the software platform for Working Solutions (Creative IT) Ltd to create a multi-lingual, interactive kiosk presentation system. In cooperation with Sector Design and Saatchi X the system was created to provide video sequences to demonstrate product features such as anti-glare technology as well as providing vital eye health information.

An interactive simulator allowed customers to see the effect of the Transitions lenses in a range of typical locations and varying light



conditions, a valuable sales tool for staff in store. To ensure that the system was customer friendly, Sector Design created a kiosk housing featuring a height-adjustable screen and camera. The Acquire application also developed a screensaver for use at sites unsuitable for a kiosk installation.

The kiosk proved so successful that there were plans to utilise the included webcam to allow for a 'virtual mirror' and a multimedia SMS facility which would enable customers to send photos of themselves in a choice of frames and lenses, to their friends or loved ones.



## Result

Acquire Digital scooped a prestigious industry award for its work with the world's leading optical lens manufacturer Transitions Optical. Winning a Silver POPAI Award for its innovative work, the company created a system with Sector Design and Saatchi X that would enable customers of Optical Express and Pearle Opticians stores located throughout the UK and Netherlands to discover the benefits of Transitions lenses first hand.

## More Information

Please call +44 (0) 116 231 8921 or 888-578-8999 if you are in the USA. Or fill out our contact form at [www.acquiredigital.com/ContactUs](http://www.acquiredigital.com/ContactUs)

*Acquire Digital* is an internationally recognized software brand, firmly established as a provider of cost effective and turnkey digital signage and kiosk software solutions, with more than 18,000 installed players and kiosks worldwide.

*Working Solutions (Creative IT) Ltd* is a software development and design studio with more than 10 years of experience that provides customized software solutions and websites for digital signage and kiosk deployers across the globe.

You can also find out more about Acquire at [acquiredigital.com](http://acquiredigital.com) and you can download a **FREE 30 DAY TRIAL** at [acquiredigital.com/freetrials](http://acquiredigital.com/freetrials)