Optical Lab
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OLSS Introduces OPTUITIVE Cloud-Based Lab Management Software

Dallas, TX – (October 29, 2013) – Optical Lab Software Solutions, Inc. (OLSS), the leading software developer for optical laboratories, is pleased to announce **OPTUITIVE™**, a revolutionary cloud-based lab management software (LMS) with an exclusive **Smart User Experience™** designed for maximum usability and performance.

OPTUITIVE is the first LMS to be offered as a true HIPPA compliant software service in the cloud. Recognized as a groundbreaking technology innovation in the 2013 U.S InformationWeek Top 500 List, OPTUITIVE is easily accessible using a web browser and virtually any device, including smart phones and tablets. OPTUITIVE provides a secure high-performance cloud-based infrastructure that delivers maximum efficiency, up and out scalability, and long term reliability. "We've made a considerable investment in upgrading our software architecture and developing OPTUITIVE for the cloud," says Steve Morris, President, OLSS. "By leveraging our hosted solution for centralized support, maintenance, and upgrades, our customers will be able to reduce their infrastructure costs and focus more time on what labs do best – make lenses." adds Morris.

OPTUITIVE provides the highly sophisticated Smart User Experience that empowers labs with an ultra-modern user interface fully optimized in function, features, flow, content, and visual appearance. OLSS spent months working with software usability experts and a lab advisor board to discover what lab personnel need to accelerate productivity and reduce training time. The result is the dramatically superior Smart User

Experience that enables labs to virtually eliminate customer call-backs and deliver exceptional service in record time, as well as significantly reduce training time. Operators can perform all customer-related queries quickly and efficiently in real time from one screen impressively equipped with memory type-aheads, interactive screen widgets, and job status alerts keeping important information at their fingertips. "We leveraged all the familiar software usability concepts of popular internet apps and smartphones, along with input from our advisor board, and created an efficient and intuitive user interface that we believe is superior to the competition," explains Morris.

OPTUITIVE scales easily from small to large labs in retail and wholesale environments and can manage single and multi-site locations. Lab managers, customer service teams, and system admins can view, edit, manage, and report activities in a single lab or network of labs, in real time from any remote location.

OPTUITIVE is fully internationalized with multi-lingual, multi-currency, and multi-cultural capabilities and is able to support labs and users throughout the world adapting the user interface to support the regions local language, cultural conventions, and currency notations.

For more information call (336) 707-7542, e-mail sales@olsssystems.com, or visit www.olsssystems.com.

ABOUT OPTICAL LAB SOFTWARE SOLUTIONS INC.
Optical Lab Software Solutions Inc. (OLSS) is the leading software developer and technology partner for optical laboratories worldwide specializing in prescription eyewear manufacturing and business solutions for wholesale and retail labs of all size. OLSS represents top LMS brands: OPTUITIVE™, Optifacts Software®, Vision Star Software, and OMICS Software.

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