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Web Vision Centers Launches Pioneering Eyeglass Program

The Miller Business Innovation Center is pleased to announce that Web Vision Centers, a recent addition to the Center, has the unique concept of selling eyeglasses on the internet—one that promises to change the way people think about making such purchases. The Company's new web site offers people the novel option to "Try before you buy" experience. The new website, TryGlassesForFree.com, was developed after considerable market research into the way that people use the internet and purchase glasses.

"The Miller Business Incubation Center has been of great help in the establishment of our business" stated Bob Main, President of Web Vision Centers. "We have utilized the capabilities of the mentors at the center to sharpen our focus and develop our marketing approach."

Web Vision Centers is one of 15 clients currently operating at the MBIC.

"As the leader in the online eyeglass marketplace, we are excited to have Web Vision Centers in our incubator space", stated Glenn Stewart, Entrepreneur In Residence at the MBIC. "They represent the type of company that the Center can assist to achieve rapid growth and profitability."

Web Vision Centers and its various websites are focused on the sale of eyeglasses on the web. Its "try before you buy" approach uses the website to assist the customer in selecting four different frames containing ordinary glass. Using the "no charge trial option" the customer receives frames in the mail and can do everything a consumer would normally do to evaluate a pair of glasses—in the privacy of their own home. The customer then can choose which pair of frames to buy and returns all of the frames back to Tryglassesforfree in a free shipping container provided by the company. The frames are then fitted with the customer's prescription lenses and mailed to them.

The appeal in this approach is that the customer has no expense until the eyeglasses are purchased while being able to accurately judge how the glasses fit and, more importantly, how others like the look of the glasses in a non-threatening environment. "We have gone to great lengths to determine just how the customer navigates the eyeglass selection site and to make the experience a pleasant one", said Bob Main, President. "Our expectation is that this will fundamentally change the way that people purchase eyeglasses in much the same way that Redbox has changed the way we rent movies."

Web Vision Centers is managed by a talented group of eyeglass wearers. Optical industry veteran Bob Main, formerly Senior VP of 1800CONTACTS., and other industry veterans have formed Web Vision Centers. Industry experts estimate that the online eyewear category will grow from its current infant stage to exceed 3 Billion dollars with 7 years.

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