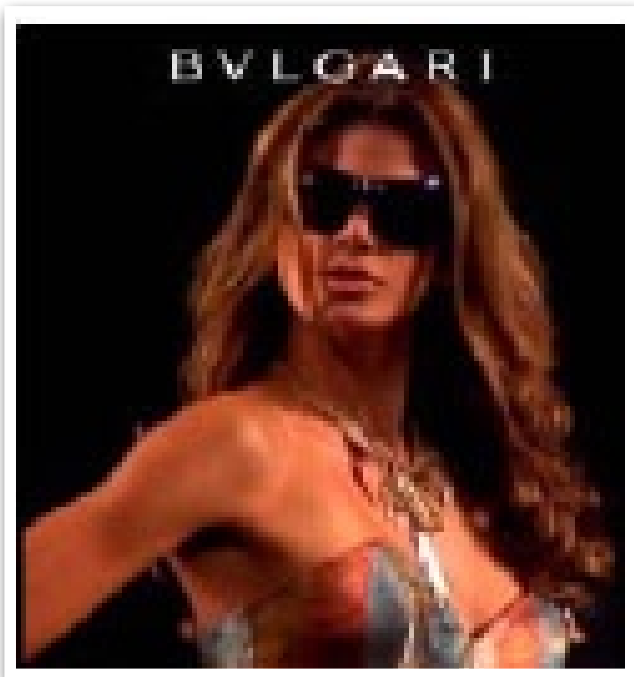


Optica Caroni

Optica Caroni changes to Digital Showcase.

Optica Caroni's showcases became more dynamic effective the first quarter of 2007. The leading retailer for eyeglasses in the country chose UnoLink as its new supplier of content for the plasma screens located in stores nationwide. UnoLink's product "DIGITAL SHOWCASE" is now an integral part of Optica Caroni's communications & sales strategy.

This important retailer chose UnoLink to design and update its screens after evaluating our applications in clinics and movie theatres. They specifically identified the possibility of showing original videos and updated graphics in an ongoing manner. The strategy presented by UnoLink fulfils the market expectations while the content matches the target, place and time when the spaces are shown; thus rendering the screens a fundamental tool to increase the effective traffic of people to the stores, instead of an added visual feature.



All the content of the Digital Showcases of Optica Caroni is produced taylor made, in high definition video and complemented with photographs also taken by UnoLink for this project. We take advantage of the flexibility of SCALA™ to focus this creative solution toward in incrementing sales.

UnoLink carried out a 4 days research of traffic and behaviour of the possible consumers aiming to guide the programming development regarding duration, content, format, text length, and diagramming, which are part of the exclusive service UnoLink offers. The first thirteen Optica Caroni's stores will be upgraded before 2007 ends, and it is expected to expand further in the first semester of 2008.

