



**PREPARE TO BE
AMAZED!**

omg! optical
marketing
group

INTERIOR DESIGN • FIXTURES • DIGITAL • SIGNAGE • GRAPHICS



ELEVATE EXPERIENCE THROUGH DESIGN



TRUTH IS, MOST PATIENTS DECIDE IF THEY'RE GOING TO BUY FROM THEIR ECP PREEXAM. THEY'RE TAKING IT ALL IN AND PLOTTING THEIR NEXT MOVE. WILL IT BE WITH YOU OR A COMPETITOR? HAVING A CLEAN, MODERN, ENGAGING, WELL BRANDED + FUN SPACE IS THE WAY TO KEEP THEM IN YOUR CIRCLE OF CARE.

Welcome to the OMG! Experience!

Greetings,

Thanks for checking out the latest Omg! Lookbook. We hope you like what you see and find it inspiring. We believe that good, sustainable design makes everything better. When patients, customers and staff are in a great space they're happier, more satisfied and revenue is maximized. That's where we come in.

Omg! is a Southern California based team of interior, architectural, UX + graphic designers, marketers, production, installation + support specialists working to create compelling medical + retail experiences for progressive ECP's everywhere. We know you have choices when considering a design / supply firm for your remodel, new build or merchandising needs. Our clients' satisfaction proves Omg! provides the most comprehensive, effective solutions and client experience available today.

We're passionate about improving vision just like you. We are inspired by the idea that perfect vision is within reach but still elusive to most. We are driven by proof that a great space combined with the right staff is key to patients adopting multiple visual solutions, which leads to perfect vision. We believe that providing a wonderful eyecare experience now requires a good looking, highly functional space.

We look forward to connecting and embarking on your design journey.

Here's to our mutual success!

Bill Gerber, Founder + CEO





CREATE THE PRACTICE OF YOUR DREAMS WITH OUR OPTICAL DESIGN SERVICES. FULLY CUSTOMIZED DESIGN TO REFLECT THE INDEPENDENT IDENTITY OF YOUR OFFICE.

CLARA VISTA EYECARE

LOCATION: Montgomery, TX

SCOPE: Practice Design + Elements Supplied

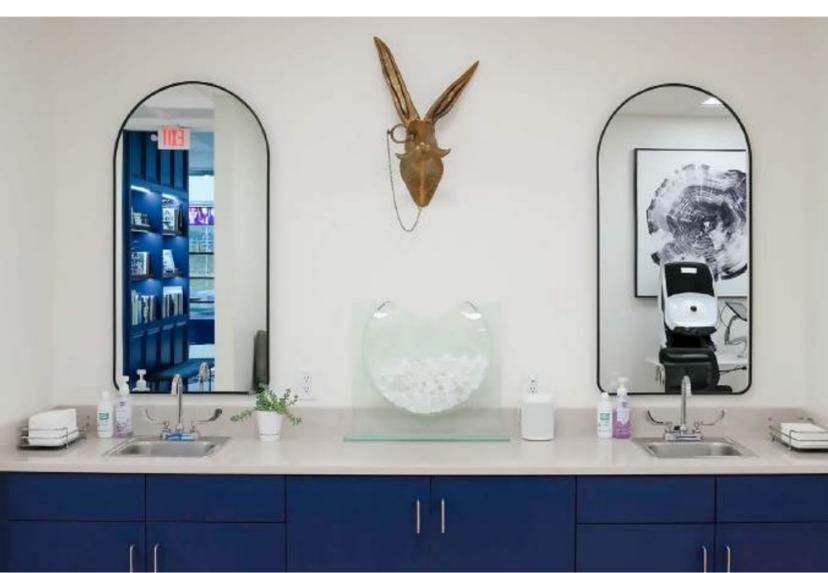
PROJECT GOAL: Create a modern and engaging space with a Texas chic feel through the use of a classic horseshoe design, open pre test, gorgeous exam rooms, custom fixtures, digital signage, furnishings & eclectic finishing touches.

The frame library is a showcase for high end, exclusive eyewear that quickly converts patients into customers while encouraging multiple pair purchases.

The unique use of the space combined with an enthusiastic and knowledgeable staff has resulted in a new practice that has more than doubled its forecast in its first year!



TRANSFORMATION VIDEO





DID YOU KNOW THAT OMG! SPECIALIZES IN COMPLETE PRACTICE DESIGN SERVICES? FROM EXTERIOR TO INTERIOR, OUR TEAM OF EXPERTS WILL CREATE A SPACE THAT STAFF, PATIENTS + OWNERS ABSOLUTELY LOVE.

PREMIER EYE CARE

LOCATION: Cottage Grove, MN

SCOPE: Design + Elements Supplied

PROJECT GOAL: After many years, it was time to move to a new location. The Omg! Team worked closely with the owners to create a space that reflected the unique nature of the practice and the community. Innovative fixtures, digital signage, wayfinding, personalized branding, lighting + furnishings all came together beautifully in a design that is the perfect blend of sophistication and optics.



SCAN ME

Your Omg! Journey



Phase 1: Discovery + Complimentary Space Plan + Estimate

We take this opportunity to get to know you, your vision, style, preferences and timelines. From this we will create your complimentary space / fixture plan and project estimate. The plan will be created to maximize traffic flow, improve sight lines and create a highly attractive space. We take into account the uniqueness of your space and any structural elements to ensure patient efficiency as well as the necessary square footage required for your clinical areas including exam lanes, pretest, visual fields, optical lab.



Phase 3: Interior Design

Our detailed planning service will help you choose the right fixtures, flooring, lighting, paints, art, furniture, signage and finishes that enhance the medical + retail experience. Everything you need to get the Omg! effect.



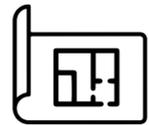
Phase 5: Production

Once your design and payment are complete, we begin the production process. We use commercial grade high quality materials to ensure client and patient satisfaction and an elevated experience for years to come.



Phase 2: Pre Construction Drawings

Your project begins with the receipt of your good faith deposit. Upon approval of phase 1, Omg! provides a set of plans to ensure your Omg! Supplied elements installation happens smoothly and efficiently. Dimensional plans provide critical build out measurements while Electrical and Reflected Ceiling plans call out the required fixtures respectively. Whether it is to ensure proper lighting of your retail environment or having an outlet next to an illuminated display, these plans help guide the installation process.



Phase 4: Construction Drawings

Omg! will provide the floorplans, electrical plans, elevations and installation manuals critical to a successful buildout. We work closely with your contractor to enable successful completion of your project.



Phase 6: Omg! elements delivery + Installation

We will be in close contact and accessible to you and your contractor to schedule timely delivery and answer any questions. Your order will be delivered safe and on time. Special requests? We do our best to accommodate.

OUR SERVICES:

- INTERIOR DESIGN
- FIXTURES
- DIGITAL
- SIGNAGE
- GRAPHICS





URBAN OPTICS

LOCATION: College Station, TX

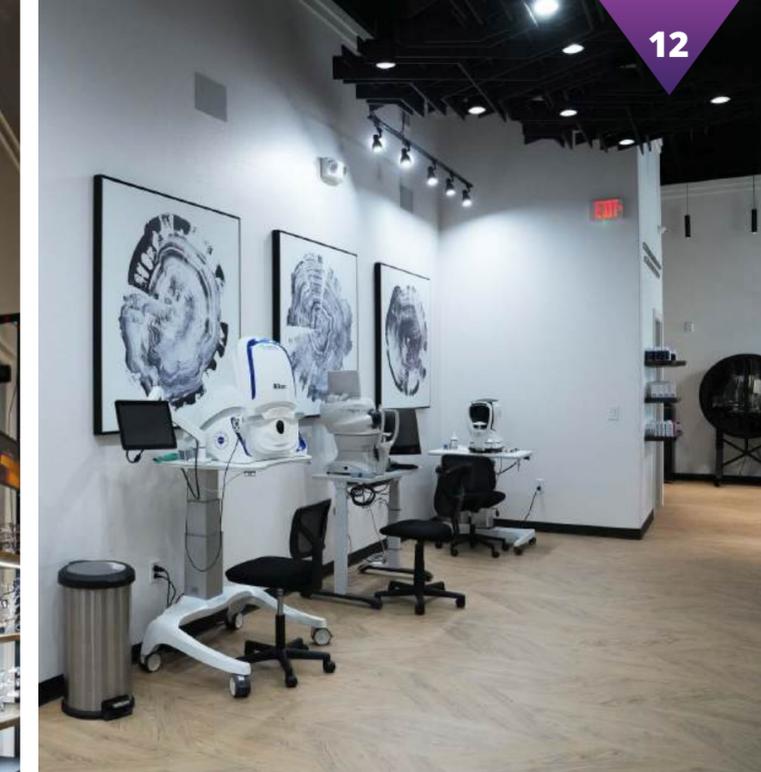
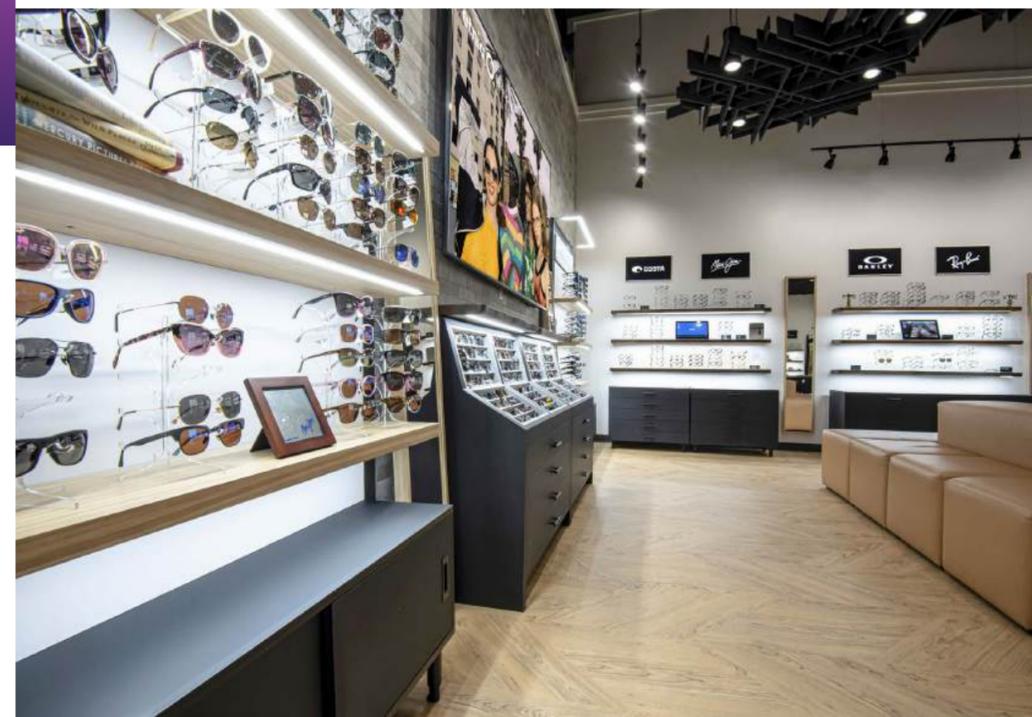
SCOPE: Practice Design + Elements Supplied

PROJECT GOAL: This high volume practice had outgrown their ultra successful location and was in need of expansion. The idea was big, just like Texas! Design a fusion concept that featured optometry, aesthetics, fitness + wellness. Mission accomplished. Omg! worked closely with the Urban Team to create a truly unique and memorable facility. The design features a classic horseshoe layout with live edge woods, rustic brick wall coverings, state of art fixtures, digital signage, lighting, comfortable seating, a retro bar, acoustical ceiling elements and fun finishing touch

elements throughout. The 98" video wall combined with interactive digital displays serve to attract, engage and convert patients into customers. The integrated waiting area encourages pre-exam browsing and is proven to increase capture rate.

This unique concept has been enthusiastically received by the market and is currently experiencing phenomenal growth.

The high end frame library is a brilliant way to showcase spectacular eyewear in an exclusive setting.





SCAN TO WATCH HOW DR. MATTHEW GREENE'S OMG! DESIGN IS PROPELLING HIS BUSINESS TO NEW HEIGHTS!



DR. MATTHEW GREENE OD, OWNER OF URBAN OPTICS IN COLLEGE STATION, TX SHARES HIS OMG! REMODEL EXPERIENCE AND RESULTS

“ Thanks to Bill, Memo & The OMG team for designing an amazing facility. We’re getting tons of great reviews. It’s a new concept and OMG helped us put together fusion of primary optometry, med-spa and wellness services. ”

- DR. MATTHEW GREENE OD



BEFORE



BEFORE



AFTER

Capture rate is real. We like to refer to it at times as the “failure rate” as it puts things into clearer perspective. With the average independent hovering right at 44%, there is significant opportunity for improvement. Why would anyone want to take the time to buy their eyewear and contacts elsewhere? What a hassle! A modern, comfortable and engaging space that clearly communicates the brands and services being offered, combined with a smooth handoff will send your capture to new heights. Imagine what 80% would do to your practice?



EXPAND YOUR PRACTICE THROUGH A THOUGHTFUL APPROACH TO DESIGN THAT PAYS HOMAGE TO THE PAST WHILE BOLDLY LEADING YOUR BUSINESS INTO THE FUTURE POISED FOR GROWTH!

PEACHTREE CORNERS EYE CLINIC

LOCATION: Peachtree Corners, GA

SCOPE: Practice Design + Elements Supplied

PROJECT GOAL: As the existing facility ultimately proved too small for growth, a new large former Lenscrafters was secured in a very favorable location. The space needed to be redesigned and that's when Omg! got the call to start the process. What a fun project! The ultimate design plan was agreed on after months of collaboration. It features an open optical with integrated waiting, clean uniform fixtures, digital / physical signage, a large video wall, window graphics, wall murals and state of the art exam, pretest, contact lens, offices + lab. The results of the new space have been nothing short of phenomenal. The design truly reflects the unique, personalized nature of the practice.



SCAN ME







BEFORE

AFTER

GOT A HIGH VOLUME PRACTICE ALREADY? CHANCES ARE YOU ARE LEAVING A SIGNIFICANT AMOUNT OF MONEY ON THE TABLE! ELEVATE YOUR EXPERIENCE THROUGH DESIGN AND WATCH YOUR REVENUE AND SATISFACTION SKY ROCKET!

ADVANCED EYE CARE

LOCATION: Amarillo, TX

SCOPE: Design + Elements Supplied

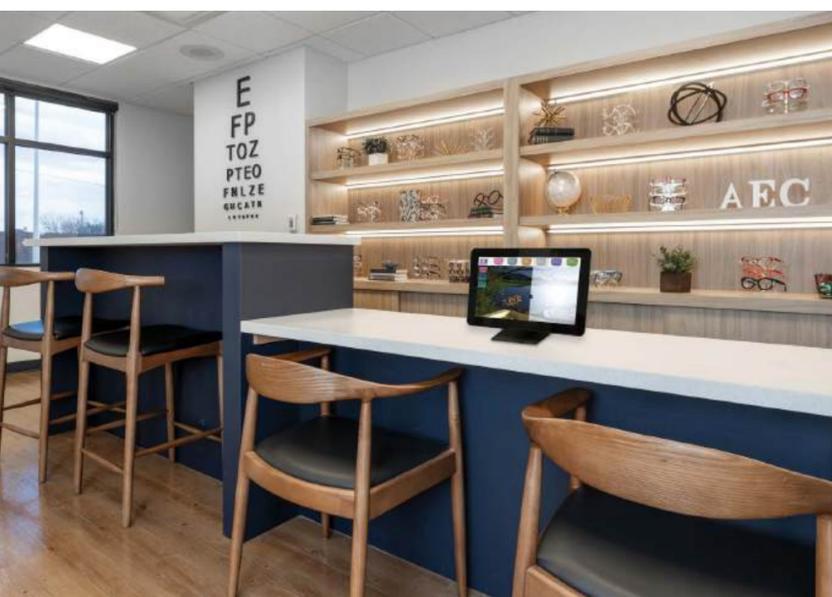
PROJECT GOAL: This multi doctor, specialty practice, came to Omg! in need of a remodel. After an in depth consultation process, a design plan was created. It took advantage of the soaring ceiling lines and considerable square footage. Barriers were removed to create a better flow and the space came alive with fresh colors, displays, graphics and digital signage. The reviews are in and they are fantastic!



SCAN TO BE AMAZED

“We’re so pleased how this place turned out. So thankful to omg and their designers for everthing they did to make this space what we envisioned and more the way it turned out.”

- DR. JACK THOMAS OD
ADVANCED EYE CARE



CREATE THE PRACTICE OF YOUR DREAMS WITH OUR TURNKEY DESIGN & SUPPLY SERVICES. FULLY CUSTOMIZED DESIGN TO REFLECT THE INDEPENDENT IDENTITY OF YOUR PRACTICE.

RIVER CITY VISION CENTER

LOCATION: Jacksonville, FL

SCOPE: Optical Design + Elements Supplied

PROJECT GOAL: Client desired a modern, sleek “tech forward” space that would cause a wow effect with any visitor. The open clean design aesthetic offers a modern, warm and inviting vibe that immediately encourages browsing and discovery. Every detail was thought out; flooring, fixtures, displays, branding, wall murals, lighting and digital signage, finishes and seating. The absence of a separate waiting area integrates optical with the rest of the space in a welcoming and engaging way that has proven highly effective at driving capture. The results have exceeded all expectations! The future looks rather bright for this vibrant, progressive practice!



SCAN FOR 360 TOUR





SCAN TO GET INSPIRED

contentlinq

INTERACTIVE DIGITAL SIGNAGE

No more useless POP or static props – engage your patients with technology they're already familiar with. Take your retail to the next level with digital!

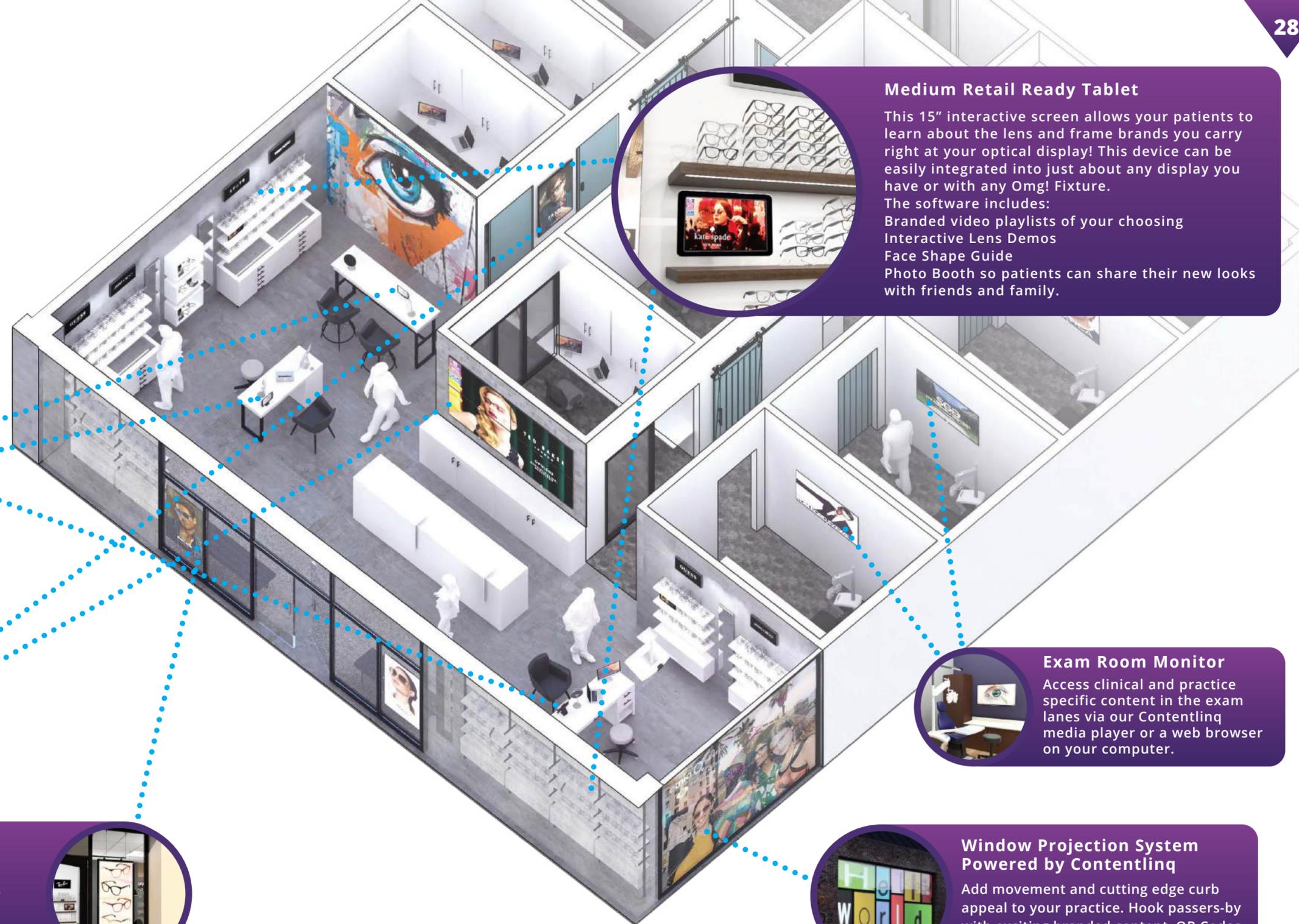
GIG HARBOR EYE CARE

- Digital signage that gives you the power to change your messaging at will
- Beautiful, engaging product videos
- Integrated non branded lens demo, face shape guide and photobooth features that help increase sales and patient interest
- Turn your existing TV into a personalized, digital messaging tool
- Upload your own content to Tell Your Story
- Proven to dramatically increase capture rate through associate and patient engagement

contentlinq

DIGITAL SIGNAGE BRINGS YOUR LOCATION TO LIFE!

Make sure to ask about Perfect Vision, our new optical sales platform. This revolutionary tool will make engaging pre, during and post visit incredibly easy for your patients + staff.



Small Retail Ready Tablet

This 10" screen features all the same features and all the same functionality as your medium tablets but with the added bonus of being mobile so your staff can better assist patients in their shopping experience.



Media Player • Video Wall

Make the right impression with a custom Contentlinq video wall. This enables visibility from both outside and inside. With branded video playlists, make sure no one misses out on that new promo you're running or the local little league team you sponsor.



Digital Window Signage

Add movement and cutting edge curb appeal to your practice. Hook passers-by with exciting branded content, QR Codes and announcements.



Medium Retail Ready Tablet

This 15" interactive screen allows your patients to learn about the lens and frame brands you carry right at your optical display! This device can be easily integrated into just about any display you have or with any Omg! Fixture. The software includes:
Branded video playlists of your choosing
Interactive Lens Demos
Face Shape Guide
Photo Booth so patients can share their new looks with friends and family.



Exam Room Monitor

Access clinical and practice specific content in the exam lanes via our Contentlinq media player or a web browser on your computer.



Window Projection System Powered by Contentlinq

Add movement and cutting edge curb appeal to your practice. Hook passers-by with exciting branded content, QR Codes and announcements.



GO DIGITAL HERE



OMG DISPLAYS AT WORK

1. Tree Stand
2. Sconce Lighting
3. Brand ID & Story Sign
4. Falling Water Display
5. Logan LED Lit Shelf
6. Vista Feature Box
7. Cardiff Sales Desk
8. Medium Retail Ready Tablet
9. Video Wall by Contentling
10. Palomar Cabinet
11. Feature Table
12. Feature Table Display
13. Acoustic Ceiling Elements
14. Serpentine Mirror
15. Custom Storage Cabinetry
16. Interchangeable Fabric Graphics

SEE THESE PRODUCTS HERE



OMG DISPLAYS AT WORK

1. Tree Stand
2. Interchangeable Fabric Graphics
3. Brand ID & Story Sign
4. Medium Retail Ready Tablet
5. Logan LED Lit Shelf
6. Vista Feature Box
7. Cardiff Sales Desk
8. Solana Bar
9. Leucadia Cabinet
10. Palomar Cabinet
11. Del Mar Display System
12. Wall Mural
13. Park Mirror
14. Serpentine Mirror
15. Celebrity Selection Tray
16. Scorpion Track Lighting



SEE THESE PRODUCTS HERE





Grab a Tray & Play Display



Grab a Tray & Play Display



3 Frame Tree Stand
6.5"L x 6.5"W x 6.5"H



5 Frame Tree Stand
6.5"L x 6.5"W x 10.75"H



Aluminum Cylinder Set
4.5"H, 3.5"H, 1.5"H



Lil' House Display
10"L x 2.75"H



Fabric Brand Signs
22" x 12" x .75" Deep



Acrylic Brand ID & Story Signs

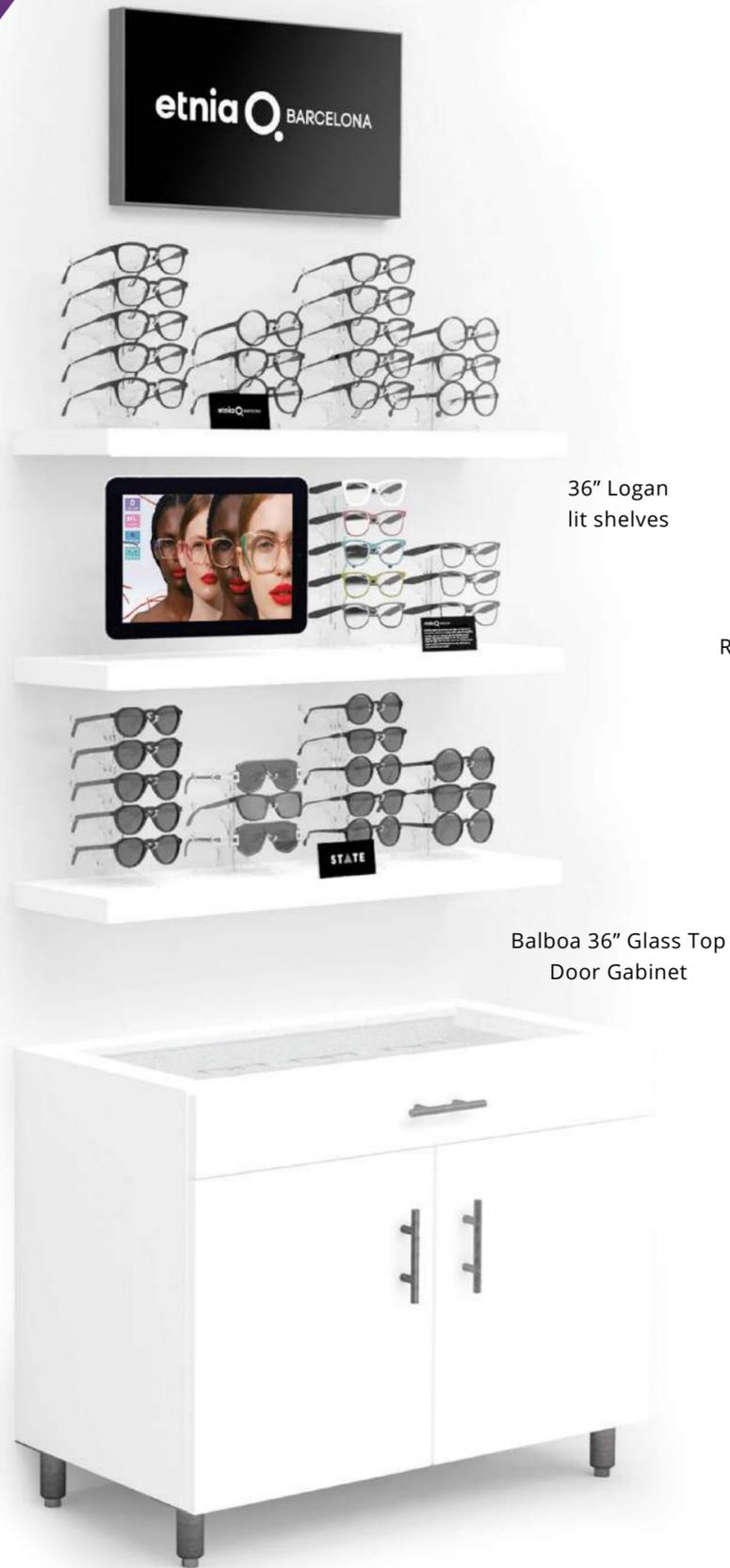


Promotional Signage
6" x 3"

Patient Communication Signage



SHOP NOW



36" Logan lit shelves

15" Retail Ready Tablet

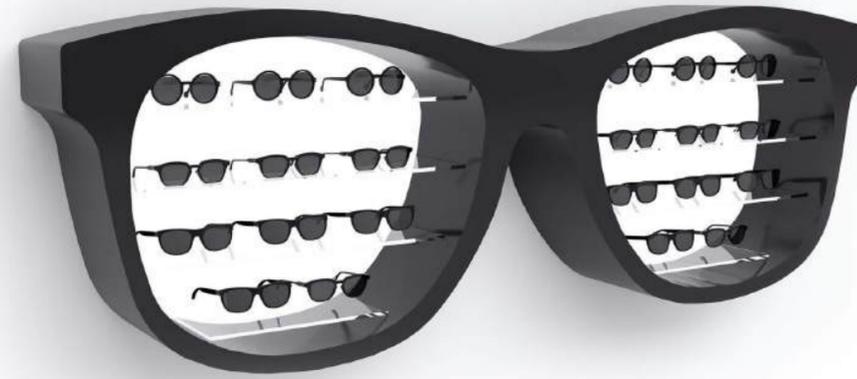
Balboa 36" Glass Top Door Cabinet



Cliff Lit Shelving Display
36" - 72"W x 42"

Palomar Sliding Door Cabinet
36" - 72"W x 42"

Bryan's Massive Frame Display



Center Island With Display
36" - 72"W x 36"



La Jolla Display
197" - 20"W x 36"



SHOP NOW

THE SUSTAINABLE STORE OF THE FUTURE, TODAY

LOCATION: Everywhere Soon

SCOPE: Optical Design + Elements Supplied

PROJECT GOAL: Create an entirely new approach to eyewear display and customer engagement featuring sustainable materials.

The open clean design aesthetic is modern, fun and digital. The inviting vibe immediately encourages browsing and discovery, while making each frame look amazing!

Make sure to ask for sustainable materials when you engage with Omg!



SCAN ME





400 South Sierra Avenue #102
Solana Beach, Ca 92075 USA

 info@omghome.net

 978-712-0664

 www.omghome.net

CONNECT WITH US



SCAN TO
GET STARTED

INTERIOR DESIGN ■ FIXTURES ■ DIGITAL ■ SIGNAGE ■ GRAPHICS



EYEWEAR COLLECTION, CO



EYE CARE CENTERS, MN