



omg! optical
marketing
group

Interior Design - Fixtures - Digital - Signage - Graphics - Pop



ELEVATE EXPERIENCE THROUGH DESIGN

omg! optical
marketing
group

Your practice makes a lasting impression before the exam begins!

The truth is, patients are evaluating your practice long before they sit in your exam chair. From your website and communications to your optical, displays, finishes, lighting, and brand, every touchpoint shapes how patients experience your practice - and where they choose to spend their time, trust, and money.

Will they buy from you or take their business elsewhere?

A clean, modern, engaging, well-branded environment doesn't just look better. It creates an enhanced experience, drives optical sales, supports your team, and helps your practice stand apart.

Enter Omg!, Your Design Partner

Omg! is an American based, international team of interior, architectural, UX, graphic, marketing, and production specialists focused on creating compelling medical + retail experiences for progressive eye care professionals. Whether you're planning a new practice, remodel, optical refresh, or merchandising update, we bring design, strategy, and Omg! Elements together to create a cohesive experience built around modern eye care.

We believe great design should do more than look beautiful-it should work harder for your patients, your team, and your business. Your practice should look and feel as exceptional as the care you deliver.

Tell us about your practice, your goals, and your vision. Let's explore what's possible and create an environment patients remember.



Bill Gerber
Founder + CEO
Omg! Optical Marketing Group



Schedule a Consultation



3

4

CREATE THE PRACTICE OF YOUR DREAMS WITH OUR OPTICAL DESIGN SERVICES. FULLY CUSTOMIZED 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

5



6





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

From Vision to Omg!



Phase 1: Discovery Discovery + Space Plan + Estimate

Every successful project starts with understanding you—your vision, goals, style, preferences, timeline, and how you want your practice to function.

We use this discovery process to develop an initial space and fixture plan with an estimate tailored to your practice. We optimize traffic flow, sightlines, patient experience, and staff efficient while considering your space, existing conditions, and structural elements.



Phase 3: Interior Design Bringing the Vision Together

Our interior design process brings every element together—from fixtures, flooring, lighting, paint, art, and furniture to signage and finishes.

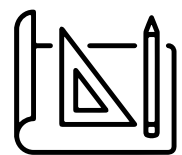
We carefully coordinate each element to create a cohesive environment that elevates both the medical and retail experience—uniquely yours and unmistakably **Omg!**



Phase 5: Production Turning the Design Into Reality

Once the design is finalized and your project investment is complete, we move into production.

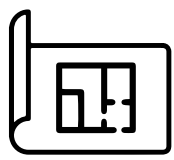
Omg! Elements are manufactured using high-quality, commercial-grade materials selected for durability, performance, and a refined finish—designed to look exceptional and perform beautifully for years to come.



Phase 2: Pre-Construction Drawings Turning Your Vision Into a Buildable Plan

Once Phase 1 is approved and your deposit is received, we refine the space plan and design into detailed pre-construction drawings.

Dimensional, electrical, and reflected ceiling plans establish the measurements and requirements for lighting, power, and fixtures—providing the direction needed to bring the design to life accurately and efficiently.



Phase 4: Construction Drawings From Design to Build

With the design finalized, Omg! develops the detailed documentation needed for your build-out.

Our construction drawing package includes floor plans, electrical plans, elevations, and installation documentation. We work closely with you and your contractor to help ensure the design is executed accurately and efficiently.



Phase 6: Omg! Elements Delivery + Installation

As your project nears completion, our team remains available to coordinate delivery and support you and your contractor.

We work to ensure your Omg! Elements arrive safely, on schedule, and ready for installation. Have a special request or unique project requirement? Let us know—we'll do our best to accommodate it and keep your project moving forward.

OUR SERVICES:

- INTERIOR DESIGN
- FIXTURES
- DIGITAL
- SIGNAGE
- GRAPHICS
- MAKEOVERS
- P.O.P





URBAN OPTICS

LOCATION: College Station, TX

SCOPE: Practice Design + Elements Supplied

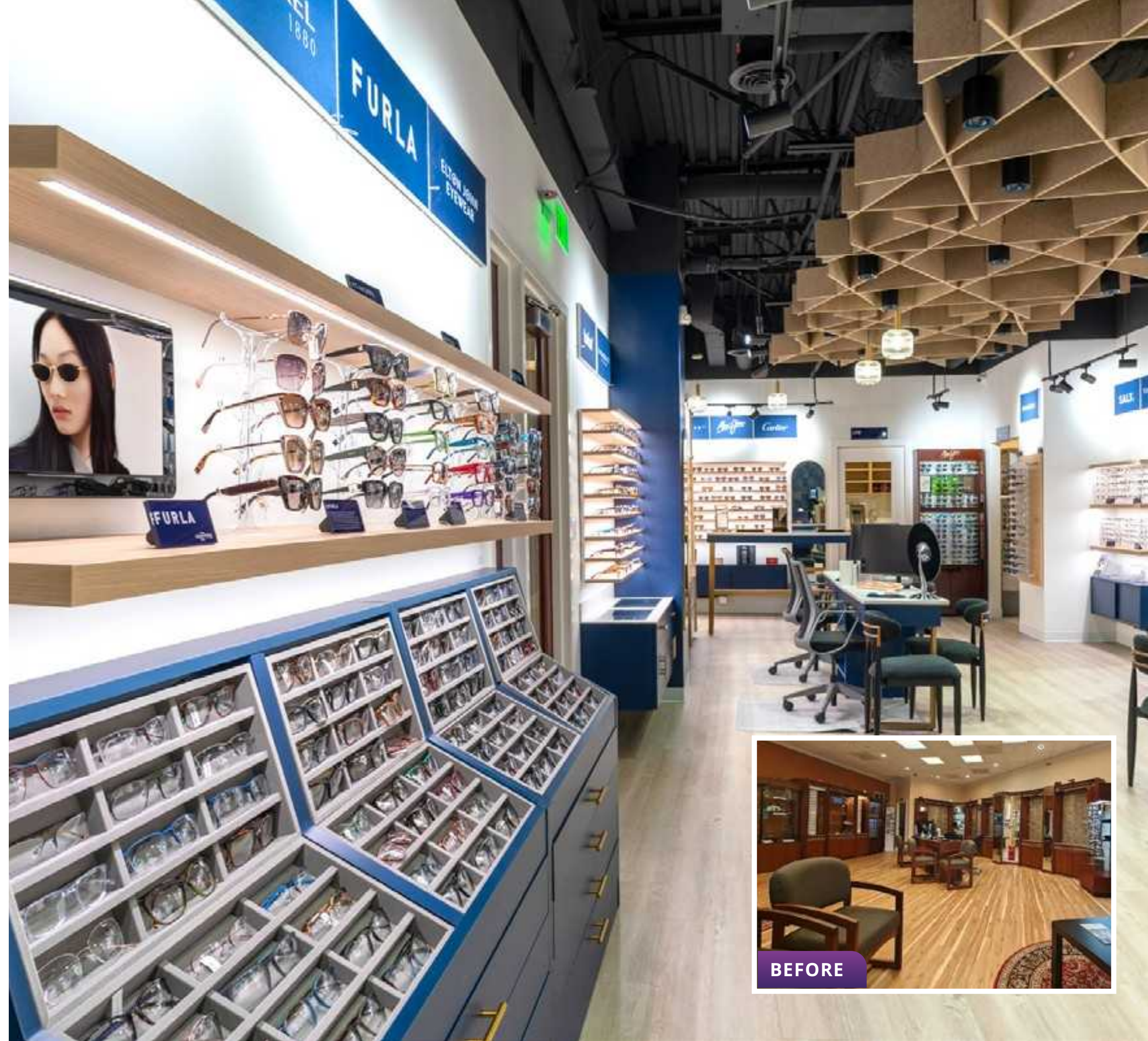
PROJECT GOAL: This high volume practice had outgrown their ultra successful location and was in need of expansion. The idea was big, just like Texas! Design a fusion concept that featured optometry, aesthetics, fitness + wellness. Mission accomplished. Omg! worked closely with the Urban Team to create 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.





BEFORE

EYE & VISION

LOCATION: Chantilly, VA

SCOPE: Practice Design + OMG! Elements

PROJECT GOAL: This practice was reimagined to create a more welcoming, efficient, and elevated experience for both patients and staff. The combination of rich blue accents, natural oak tones, and sleek Corian surfaces gives the practice a modern, sophisticated feel while maintaining the warmth patients expect from a healthcare environment. The redesigned layout improves patient and staff flow, enhances organization, and makes better use of every area of the practice. Custom millwork and carefully selected OMG! Elements create a cohesive environment that supports the day-to-day demands of an optometry practice while giving the space a stronger, more polished identity. From the optical experience to the clinical areas, every detail was considered to create a practice that feels easier to navigate, more comfortable to work in, and more engaging for patients. The result is a modern optometry practice that looks as good as it functions—designed to support the business, elevate the patient experience, and create a lasting impression.



SCAN TO WATCH VIDEO



SCAN TO WATCH HOW
DR. DIMPLE KAPOOR'S
OMG! DESIGN IS
PROPELLING HER BUSINESS
TO THE NEW HEIGHTS!



DR. DIMPLE KAPOOR OD, OWNER OF EYE & VISION IN CHANTILLY, VA SHARES HER OMG! REMODELING EXPERIENCE AND RESULTS

“OMG! brought our vision to life with creative ideas we never would have imagined, creating a beautiful practice with an efficient flow for both patients and staff.”

- DR. DIMPLE KAPOOR OD



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?



LUXE EYE & WELLNESS

LOCATION: Alexandria, VA

SCOPE: Optical Design + Elements Supplied

PROJECT GOAL: The client desired an elevated, cozy, spa-like feel. The space communicates refinement through material choice and layout. Soft lighting, natural wood finishes, and subtle gold accents create a warm, spa-like ambiance. Each design element from the arched doorways to the curated art was chosen to make the space feel elegant yet approachable. The optical display area showcases an elevated retail experience, merging fashion and function. Custom millwork and illuminated shelving highlight designer eyewear collections, while the adjacent exam and treatment rooms maintain a serene, clinical precision. Every space was planned for efficiency without sacrificing the patient experience.



SCAN TO BE AMAZED







BEFORE

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

VISION CARE CLINIC

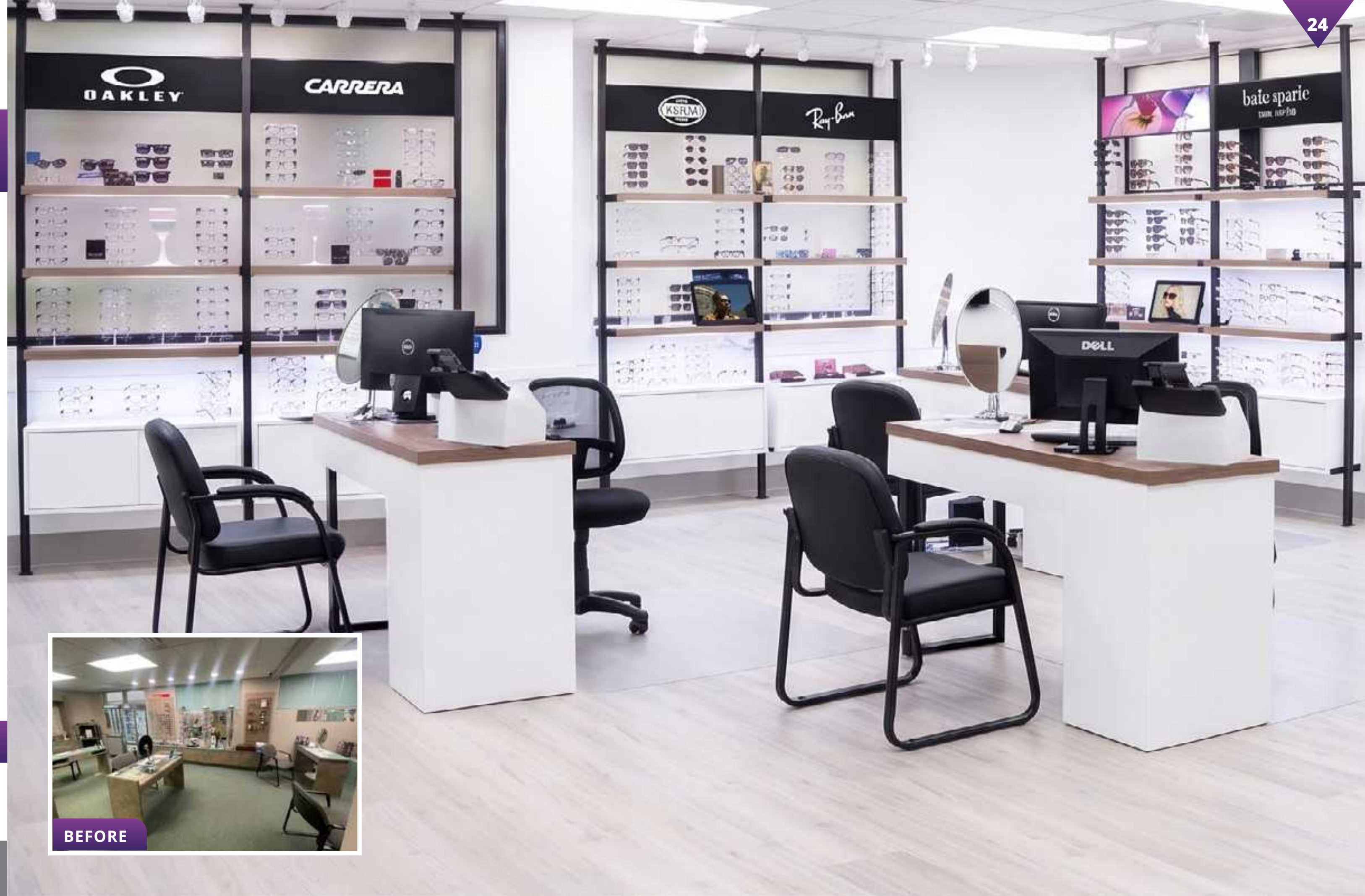
LOCATION: Denison, Iowa

SCOPE: Front Of House Remodel - Elements Supplied

PROJECT GOAL: This once outdated optometry office was completely reimagined into a brighter, more modern environment designed to elevate both the patient experience and staff workflow. By opening up the entry and optical areas, improving sightlines, and maximizing eyewear display opportunities, the redesigned space now feels more welcoming, organized, and visually impactful. Thoughtful material selections, updated finishes, and integrated merchandising solutions transformed the practice into a clean, elevated optical destination that better reflects the client's brand and level of care. Since completion, both staff and patients have responded enthusiastically to the refreshed atmosphere, improved functionality, and overall experience of the new space.



SCAN TO BE AMAZED



BEFORE



BEFORE



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

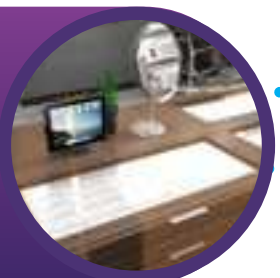
contentlinq

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

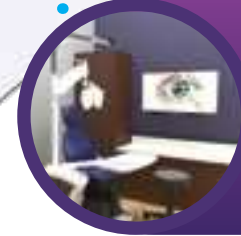
This 15" interactive screen allows your patients to learn about the lens and frame brands you carry right at your optical display! This device can be easily integrated into just about any display you have or with any Omg! Fixture.

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 Contentlinq
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
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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



Serpentine Mirror
10 1/2" x 15" oval mirror



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



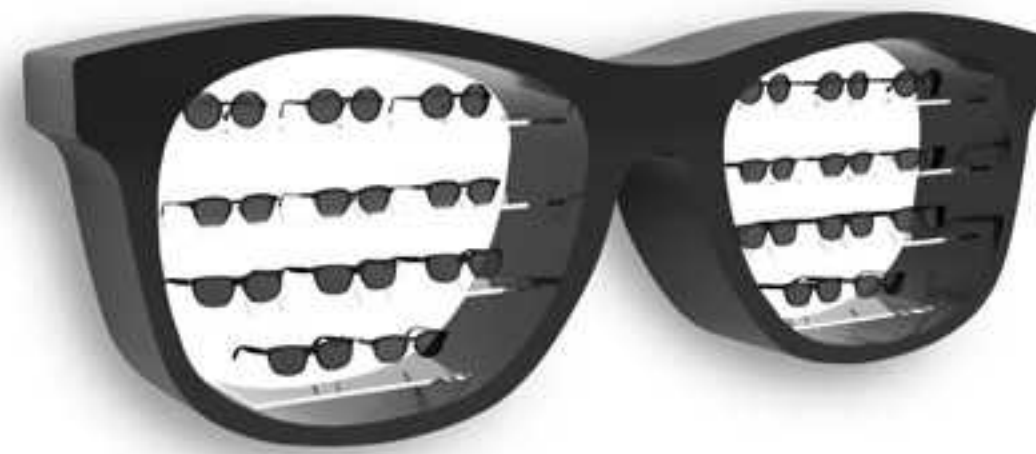
**SHOP
NOW**



10" Retail Ready Tablet



Bryan's Massive Frame Display
70"W x 24"H x 10"D



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



Del Mar Display
197" - 20"W x 36"



SHOP NOW

ELEVATE YOUR BRAND AT THE POINT OF PURCHASE

Make your brand stand out where purchasing decisions happen. Our custom point-of-purchase (POP) solutions help eyewear brands, lens manufacturers, and eyecare industry vendors create engaging retail experiences that drive awareness, educate patients, and increase sales. From branded frame displays and countertop merchandising to illuminated signage, digital displays, and interactive product showcases, we design and manufacture impactful solutions that seamlessly integrate into optical retail environments while strengthening brand visibility and connecting products with consumers.



GET STARTED HERE



Smart Eyewear
Interactive Display



Floor Stand Displays



Window Graphics



Lenticular Rocker



Polarized Lens Display



Custom Logo
Tree Stands



Digital Signage



Logo Blocks



Countertop Displays

Smart Eyewear Discovery Area



Smart eyewear is not a trend it's the next shift in optical. Like the Apple Watch transformed the watch market, smart eyewear is changing how consumers discover and buy eyewear. Make it visible. Make it experiential. Make it easy to understand. Dedicated Smart Eyewear & Tech Centers position your practice as the expert in next-generation eyewear. Those who adapt early will lead the category; those who ignore it risk being left behind.

Transitions

∞ Meta

NUANCE

Lucyd

SMART EYEWEAR



Technology Center

Transitions



Transitions





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**SCAN TO
GET STARTED**



INTERIOR DESIGN • FIXTURES • STATIC • DIGITAL • SIGNAGE • GRAPHICS • P.O.P



MADISON EYECARE WESTLAKE, OH



VIEW OPTOMETRY BRENHAM, TX