



For Immediate Release:

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Eyemaginations LUMA Version 1.3 Now Available

BALTIMORE, MD -- Eyemaginations, Inc. has announced the release of the latest version of its unique software for ENT practitioners, further advancing the level of patient education and marketing available to the otolaryngology community.

"Our primary goal is to arm the ENT professional with the most effective, up-to-date tools that provide appropriate education and marketing. We believe that the message begins in the waiting room and should be reinforced in the exam and audiology rooms," said Jeff Peres, president and CEO of Eyemaginations.

LUMA version 1.3 includes three new and allergy presentations covering introduction, testing and treatment.

Regarding Eyemaginations LUMA, Dr. Christopher Perry of Toledo, OH, stated, "The program is great! I love it and my patients love it! The industry really has needed a tool like this. I believe that Eyemaginations has touched on a critical area for patient communications and marketing."

Version 1.3 also includes new functionalities within the program, many of which were implemented based on client feedback:

- To ease the user experience, the Media Center navigation has been simplified and content has been rearranged and renamed to be more intuitive.
- The user now has more control of functionality within the Media Player – enhanced video controls and closed captions serve to improve the patient's visual experience.

With LUMA, doctors can ensure that patients understand their condition and treatment options using compelling visual simulations. Concurrently, the practice can showcase products, while

saving time and increasing productivity. The new content and improved functionalities of LUMA v1.3 further enhance this patient education and marketing tool for the ENT community.

Information about LUMA v1.3 can be found by calling Eyemaginations at 877.321.5481, emailing info@eyemaginations.com or by visiting ent.eyemaginations.com.

About Eyemaginations:

Eyemaginations, Inc. is a health care media company focused on solutions that support professionals, patients and corporations in communicating and understanding complex topics. The company's in-depth experience with animation, design and software has enabled Eyemaginations to create integrated systems that provide clear and concise education solutions. Eyemaginations has a portfolio of products that are focused on eye care, allergies, and ENT. The company has offices in the Baltimore, Los Angeles, and Erlangen, Germany. Eyemaginations can be reached at 877.321.5481 or www.eyemaginations.com.