



Our Solutions.  
Your Success.



COMPANY BROCHURE

What



can OPI



do



for



you?





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Optical Phusion, Inc. Company Overview Brochure

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We are experts in helping our customers manage the entire lifecycle of their interactive kiosk, personal shopping, enterprise mobility and wireless technology projects. Learn how our expertise and experience can work for your business.

# Our Company.

OPI is your full-service Kiosk, Mobility, PSS and Wireless Solutions provider.

**Optical Phusion, Inc. (OPI)** provides fully-integrated enterprise technology solutions throughout the US. We help our customers manage the entire lifecycle of their interactive kiosk, PSS, RFID, mobility and wireless technology projects with innovative, application-driven solutions. We serve a broad range of markets specializing in retail, logistics and field sales organizations.



## Why OPI?

OPI's creative solutions, quality manufacturing, and experience with best-in-class products will deliver a responsive solution with reduced total cost of ownership (TCO) and greater return on investment (ROI).

From inception and design, through on-going support and maintenance, OPI is your solution partner. Your success is our success.



# Who

## WE ARE EXPERIENCED

OPI's expertise encompasses a wide spectrum of technologies and products. Our Executive team has more than sixty years of combined experience in the development of enterprise technology solutions.

# We

## WE ARE PROFESSIONAL

At OPI, we are always expanding and developing solutions to best serve our clients' needs. In collaboration with our partners, we offer the latest products and are consistently developing new software applications.

# Are

## WE ARE CELEBRATED

OPI has received multiple awards from our partners and from trade organizations in the retail and technology fields. As a leader in our field, we have also been featured in numerous publications.



OPI received the 2016 Zebra VAR of the Year Award and a 2014 Innovative Solutions Award for our Consumer Price Scanner Solutions from VSR Magazine and the Retail Solution Providers Association.



In summer 2017, OPI President Scott Arnold sat down for an interview on Worldwide Business with Kathy Ireland to discuss OPI's Retail Solutions and retail technology trends.

# Solutions



## OPI Solutions - A Formula for Success

At OPI, we define a Solution as the perfect combination of top-in-class hardware and software products along with our services and support, creating a complete package that improves our client's business. The synergy of OPI's in-house products, services and support with those of our industry-leading partners creates elite solutions that will give your business the edge it needs to thrive.



**FULLY- INTEGRATED  
SOLUTIONS DESIGNED  
TO SEAMLESSLY WORK  
WITH YOUR BUSINESS.**



OPI Solutions fall into one or more of three broad enterprise technology categories:



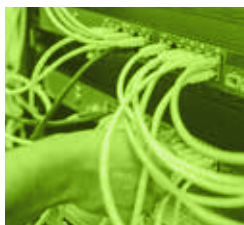
### MOBILITY SOLUTIONS

To create a custom OPI Mobility Solution, we will help you choose the best mobile devices and develop the software to meet your business needs. After deployment, we will provide on-going support and services for the lifetime of your equipment.



### RFID SOLUTIONS

OPI RFID Solutions give you the asset visibility you need to streamline operations, maximize asset utilization and error-proof your asset-related data. You always know where your tagged, or “talking” assets are located, which reduces search time and helps prevent loss.



### NETWORK SOLUTIONS

Unlike our other solutions, Network Solutions are not often implemented individually. Wireless Networks are needed for most of our solutions and, as a result, Network Solutions are implemented immediately before or alongside the implementation of other OPI solutions.

OPI combines elements of mobility, RFID and Networking Solutions to create our premier featured solutions:



### PSS SOLUTIONS

OPI's Personal Shopping Solution is implemented as a complete package with Handheld Self-Scanner devices integrated to existing POS and networks, custom racking, rollout plan and services to support store operations. RFID technology can be used to prevent loss of PSS devices.



### INTERACTIVE KIOSKS

Our family of interactive kiosk solutions, including Custom Kiosks and Price Checkers, offer unparalleled benefits. They are custom designed to meet the needs of businesses like yours that combine optimal efficiency with an excellent customer experience.



# Featured Solution

## Custom Kiosks and Price Checkers

### THE POWER OF KIOSKS

An OPI kiosk solution will help you increase sales and customer loyalty, display promotions and streamline daily operations. OPI's custom enclosures house all kiosk components, including touch screen displays, bar code scanners and printers, creating a visually appealing, easy-to-use kiosk. Fully branded for your business, our kiosks improve the customer experience and employee productivity.

### HASSLE-FREE COMPLIANCE

Several states have retail price disclosure laws with specific requirements for the number of price scanners, signage and print capabilities. OPI takes care of compliance for you, designing your price checker solution to meet any applicable compliance standards. All OPI price checkers and kiosks also

meet ADA specifications, making them accessible for all of your customers.



### VERSATILE AND EFFICIENT

OPI Kiosk Solutions can fill roles in almost any business. Kiosks can be used for hotel guest check-in/out and bill payment, freeing up staff to assist guests. Museums can integrate kiosks into exhibits to make them interactive. Insurance companies have developed kiosks for real estate offices that allow customers to get quotes and purchase policies as soon as they buy or lease a new home.





# Featured Solution

## Personal Shopping Solutions

### A BETTER SHOPPING EXPERIENCE WITH PSS

With the dramatic rise of online shopping, enhancing the in-store shopping experience is critical. An OPI Personal Shopping Solution (PSS) allows your customers to find their way around a store, look up product information and receive promotional offers, as well as scan items as they shop for faster checkout. The result? They spend less time waiting in checkout lines or searching for products, save money and as a result, shop more often.

### CUSTOMER ACCEPTANCE OF PSS TECHNOLOGY

Surveys show self-scanning makes shopping faster and more enjoyable for customers. In a report from Nielson\*, 10% of people surveyed stated they shopped with store handheld scanners and another 65% said they were willing to use them.

### RETAILER BENEFITS

Retailers who have adopted PSS Solutions are routinely reporting up to 7% increases in sales and customer loyalty, a 5-15% boost in employee productivity, and a return on their investment in 2 years or less!

\* The Nielsen Company (US), LLC (2015). *The Future of Grocery*. Retrieved from The Nielsen Company Website: <http://www.nielsen.com/us/en/insights/reports/2015/the-future-of-grocery.html>



## TOP-OF-THE-LINE HARDWARE

Optical Phusion has a long-standing commitment to providing high quality, leading-edge hardware technology and devices. In cooperation with our partners, we offer a wide array of best-in-class devices that make our solutions exceptional.

# Products

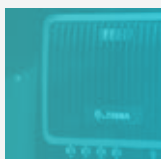
In cooperation with our partners, OPI offers a variety of products. From cutting-edge devices to custom software applications, OPI is committed to supplying our clients with first-in-class deliverables.



## OPI's Product Selection includes a variety of hardware devices and components:

- Mobile Computers, Tablets, Vehicle Mounted Computers and Wearables.
- Smartphone and Tablet Sleds
- Kiosk Devices, Printers and Kiosk Monitors and Custom Touch Screens
- Imagers and Scanners
- Handheld and Fixed RFID Readers
- Mobile Printers
- Desktop and Industrial Printers
- ID Card and Wristband Printers
- Wireless Access Points

...and more!



## INNOVATIVE, FLEXIBLE SOFTWARE



OPI's **SNAPStock** software is a vital part of our Intelligent Order Entry Solution.



OPI developed **eTrack** so you can filter and search for specific "talking" RFID tagged assets.



**Video6** software makes it fast and easy to manage video content for kiosks and digital signage from one central console.



**R-OYALTY** from OPI allows you to boost your loyalty program with RFID recognition.



OPI's **PK9** price checking software allows for scanning, price verification and more!



**MyScan** Omni-Channel Platform from Re-Vision lets retailers reach customers across all channels.

## MOBILE DEVICE MANAGEMENT

OPI offers multiple Mobile Device Management (MDM) applications, including OPI's **AppCenter**, SOTI **MobiControl** and **AirWatch** from VMWare.



# Partners

## Value-Added Partnerships With Industry Leaders

### DEVICE VENDORS

#### Zebra Technologies, Inc.

A global leader respected for innovation and reliability, Zebra's extensive portfolio of marking and printing technologies illuminates mission-critical information to help customers take smarter business actions. Symbol, owned by Zebra Technologies, Inc., specializes in barcode scanners, mobile computers and RFID systems.



MOBILE COMPUTERS 
 TABLETS 
 VEHICLE MOUNT 
 WEARABLES 
 KIOSK DEVICES  
 2D IMAGERS, BARCODE SCANNERS & INDUSTRIAL IMAGERS 
 HAND-HELD & FIXED RFID  
 MOBILE PRINTERS 
 DESKTOP, INDUSTRIAL & KIOSK PRINTERS 
 ID CARD/WRISTBAND PRINTERS

#### Datalogic SpA

Datalogic is a global technology leader in the automatic data capture and process automation markets, specialized in the designing and production of bar code readers, mobile computers, sensors for detection, measurement and safety, vision and laser marking systems.



MOBILE COMPUTERS 
 2D IMAGERS, BARCODE SCANNERS & INDUSTRIAL IMAGERS



#### Honeywell International, Inc.

Honeywell is a leading manufacturer of high-performance image and laser-based data collection hardware, including rugged mobile computers and bar code scanners.

MOBILE COMPUTERS 
 SMARTPHONE & TABLET SLEDS



#### Elo Touch Solutions, Inc.

The Elo portfolio encompasses the broadest selection of OEM touchscreen components, touchmonitors, and all-in-one touchcomputers for the demanding requirements of diverse markets.

KIOSK DEVICES 
 TOUCH SCREEN MONITORS & SCREENS



#### Bluebird, Inc.

Bluebird is the innovator and global manufacturer of industrial handheld computers, tablets and mobile payment devices, with more than 3,000 customers in over 120 countries.

MOBILE COMPUTERS 
 TABLETS 
 2D IMAGERS, BARCODE SCANNERS & INDUSTRIAL IMAGERS

### SOFTWARE VENDORS

#### Re-Vision

With over 10 years of experience, Re-Vision is the leading global provider of mobile self-scanning solutions operating in different retail environments around the world.



RETAIL OMNI-CHANNEL SOFTWARE





## SOFTWARE VENDORS continued

### SOTI, Inc.

SOTI Inc. develops world leading technology that solves the unique challenges involved in managing, securing, supporting & tracking remote mobile & desktop computing devices.

📱 MOBILE DEVICE MANAGEMENT SOFTWARE



### AirWatch by VMware

VMware is a global leader in cloud infrastructure and digital workspace technology. Acquired by VMware in 2014, AirWatch is the leading enterprise mobility management (EMM) platform.

📱 MOBILE DEVICE MANAGEMENT SOFTWARE



### IndustryWeapon, Inc.

Industry Weapon is a digital media company specializing in the advancement of digital signage applications. They defy the rules and create complex tools while remaining the simplest solution on the market.

📺 DIGITAL SIGNAGE SOFTWARE

## NETWORK VENDORS & SERVICES

### Extreme Networks, Inc.

Extreme Networks has a proven track record of delivering end-to-end, wired and wireless software-driven networking solutions to its enterprise customers. In 2017, Extreme Networks, Inc. (EXTR) acquired the wireless LAN business of Zebra Technologies.

📶 WIRELESS LAN & WiNG ACCESS POINTS 📶 NETWORK SWITCHING DEVICES



### AmeriTech

Ameritech Network Services Corp. is a mid-atlantic based wireless network specialist that provides services to install and certify WiFi installations, servicing customers nationwide.

🏠 NETWORK DESIGN & INSTALLATION

## OPI has Solutions for a Wide Range of Industries



RETAIL



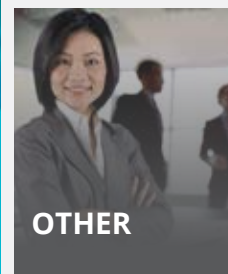
LOGISTICS



MANUFACTURING



HEALTHCARE



OTHER

OPI specializes in solutions for retail, logistics, manufacturing, healthcare, education, hospitality and even office settings in the insurance, legal, and financial fields.

Whatever the business, OPI can help!

# Our Services

## Professional Services

### TOTAL SUPPORT FOR THE LIFECYCLE OF YOUR PROJECT

With OPI Professional Services, OPI becomes more than just a solutions provider - we are your partner. Our services include **Project Management**, **Network Installation & Optimization**, **Hosting Services**, and, most importantly, **Solution Lifecycle Management** – an end-to-end service that is a vital element in all of our Solutions.

## OPI SOLUTION LIFECYCLE MANAGEMENT

OPI's end-to-end approach ensures the success of our solutions:

### PRE-DEPLOYMENT

OPI assigns an Account Manager to develop a robust, complete, and fully integrated solution based around the specific needs of your business.

### DEPLOYMENT

Once the solution is designed and developed, it will be quickly deployed. All project details will be addressed, including on-site installation, testing and training.

### POST-DEPLOYMENT

We will assign engineers to monitor all devices, networks and applications to ensure they are all performing properly, and, if not, we will repair or replace.



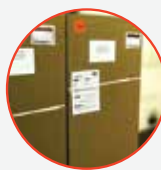
EVALUATION



DESIGN



PRODUCTION



DELIVERY



SUPPORT



MAINTENANCE

### PROJECT MANAGEMENT

Under OPI Project Management, we require weekly and monthly reporting, regular audits, and peer level reviews of project status. These are conducted on both a formal schedule and an as-needed basis.

### NETWORK & HOSTING SERVICES

In conjunction with our partner, Extreme Wireless, OPI can assess, optimize and upgrade existing networks or install a full wireless networking solution from scratch. OPI also offers hosting, with guaranteed uptime and security.

## Field and Mobility Services

### WE HAVE PRODUCT SUPPORT AND REPAIR COVERED





OPI Field and Mobility Services backs up all of our products - hardware and software - so your workforce is never waiting for days for issues to be resolved.



We provide **HELP DESK** troubleshooting support via customer-specific support lines and via email with your dedicated account manager.




### OPI Mobility Services

OPI Mobility Services cover the lifecycle of enterprise mobility devices, including:

-  **MOBILE DEVICE SUPPORT**
-  **MOBILE DEVICE CONFIGURATION**
-  **MOBILE DEVICE MANAGEMENT**
-  **MOBILE DEVICE SECURITY**
-  **DEVICE RETIREMENT**
-  **DEVICE RECYCLING**

### OPI Depot Services

In the event that any of your devices are damaged or malfunctioning, OPI Depot Services have you covered.

-  **COMPREHENSIVE COVERAGE**  
Hardware maintenance program.
-  **SPARES POOL MANAGEMENT**  
Your spare devices, managed by OPI at our facility.
-  **ADVANCED REPLACEMENT**  
OPI will purchase spare devices, shipping to you as needed.



Our **FIELD SERVICES** will even come to you when required in order to fully repair onsite equipment or networking.

OPI Field and Mobility Services won't leave you high and dry!



## Don't Be Shy

If you want more information about any OPI solutions, products or services, please feel free to get in touch any time!



GIVE US A CALL

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