

META

Operations Guide

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DEMO FRAME & VISUAL MERCHANDISING

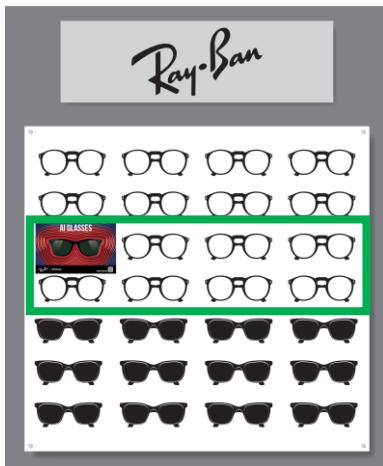


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Visual Merchandising the Meta frames properly is a crucial detail in the full patient experience.

- Showcase the dummy eyewear in your Ray-Ban wall and Oakley wall at eye level.
- Create a horizontal row with the 6x4 Wall Signage at the beginning.
- Display the 20X20 inch poster at the front window closest to the door at eye level.

Ray-Ban Meta Wall Sign
6x4 to be displayed at eye level
with the dummy product



Window
Poster



Oakley Meta Wall Sign
6x4 to be displayed at eye
level with dummy product



Window
Poster

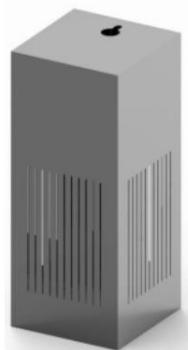


Meta Demo Select Locations Only

Select Sites will receive a Plinth and Demo box as shown below. Visual Merchandising instructions to be shared at a later date.



Demo Box



Plinth

INSURANCE & PROMOTIONS



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Meta AI frames are **excluded from promotions and frame discounts**. There may be limited time promotions for patients and associates – ensure you use the appropriate discount codes associated with the promotions during Ciao! Optical Entry.

		FRAME	LENS
Primary Insurance			
Primary Insurance	Funded Reimbursement	✓	✓
Insurance Discount Plans	Non-Funded	✗	✓
Insurance Additional Pair Discount	Additional Complete Pair	✗	✗
Patient Offers			
First Pairs	15% Off Lenses with Complete Pair	✗	✓
Additional Pairs	40% Off Additional Complete Pair	✗	✓
Team Member Discounts			
Everyday Discounts	50% Off	✗	✓
Welcome, Annual, or Milestone Certificates	100% Off	✗	✗
Team Member Sale	75% Off Complete Pair	✗	✗
Friends of EssilorLuxottica Coupons	50% Off	✗	✗

*When purchasing 2 or more Wearable Electronic frames, patients are eligible to use the 40% Off Additional Pairs Lens Discount on the additional pairs. Discount applied only to the lens.

Meta AI frames are eligible for Primary Insurance using their frame allowance.

	Frame Allowance	Frame Discount	Lab Manufacturing
Private Pay	N/A	No	RxO
EyeMed	Yes	Yes, 20% off the overage when using members frame allowance	RxO
VSP	Yes	Yes, 20% off the overage when using members frame allowance	VSP
Other Insurance (not required to use their contracted lab)	Yes	Yes, 20% off the overage when using members frame allowance	RxO

VSP ORDER PROCESS



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Orders must be manufactured through the insurance contracted labs (Essilor VSP lab). These orders get processed through Eyefinity after tendered in Ciao! Optical. There are automated processes in place with current VSP labs to provide the frame for these orders.

1 Select Doctor Supplied – To Come for Complete Pair orders in Eyefinity:

- The Meta AI UPC will indicate to the lab that NO frame is coming, and they will supply the frame. **DO NOT select Lab Supplied.**

FRAME

Manufacturer: Luxottica Group	* Color: Black/SHINY BLACK	* Eye 52
Collection: RAY-BAN META	* Temple: 150	Size: B: 41.9
* Model: RW4010 SKYLER	Shape: Tapered Oval	ED: 58.1
UPC: 8056262352656	* Material: Zyl	* DBL: 20.0
SKU: RW4010601/CHAB		

2 Ray-Ban Meta UPC will be identified automatically

- If the frame needs to be supplied and this will be done automatically by selecting the Meta AI UPCs.
- Complete Pair triggered by selecting FTC for these UPCs.
- The frame is ordered through Eyefinity and shipped to the lab from the EssilorLuxottica DC.
- Frame arrives at lab, matched up with lens order, processed, and then complete pair is shipped to site.

3 Frame benefits are processed through Eyefinity:

- Patient's normal frame benefits apply to Meta AI.

FRAME

* Manufacturer: Luxottica Group	* Color: Black/SHINY BLACK	* Eye 52
* Collection: RAY-BAN META	* Temple: 150	Size: B: 41.9
* Model: RW4010 SKYLER	Shape: Tapered Oval	ED: 58.1
UPC: 8056262352656	* Material: Zyl	* DBL: 20.0
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PROTECTION PLAN (EPP)



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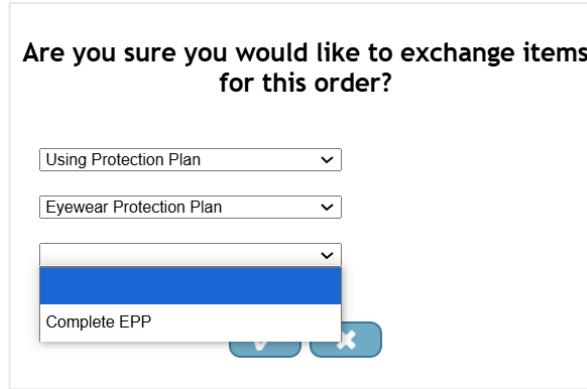
When purchasing a Ray-Ban Meta frame, the applicable Ray-Ban Meta EPP will be applied based on the lens selection and priced on the Ciao! Optical Order Worksheet.

Pricing varies from the standard EPP program however, there is no change to the coverage or EPP guidelines. For all other frames, your standard EPP option will be available.

RAY-BAN META EPP PACKAGES & PRICING (US ONLY*)		
	EPP Sale	Co-Pay Redemption
Frame Only (Plano)	\$65	\$100
Complete Pair (SV)	\$65	\$125
Complete Pair (PG)	\$65	\$125

**Ray-Ban Meta is only offered in select US TeamVision locations*

For EPP redemption for a Ray-Ban Meta order, only the **Complete Pair EPP** redemption reason option will be available. We do not currently support frame or lens only redemptions.



KEY INFORMATION

- EPP may only be sold at time of sale or dispense.
- EPP can be redeemed anytime within one year of original purchase and the replacement policy includes:
 - ✓ Accidental damage from handling
 - ✓ Protection from normal wear and tear
 - ✓ Unlimited use during the term (within one year of dispense)
- EPP co-pay must be paid at time of redemption.
- Patients must select the same frame and lens if available. If not available, a new frame or lens may be selected of equal or lesser value.
- EPP cannot be extended past the one-year coverage period.



RAY-BAN META ORDER TYPES

- Complete Pair
- Plano from Stock
- Lens Only*

*If the frame UPC is still active in the assortment.

Saleable Product

- Product for Plano sales. This should be held in a locked storage area until sold.
- Follows the typical replenishment process but will be delivered to the store in a separate shipping box.
- Remember that the plastic wrap must only be removed once the product is sold.

Ray-Ban Authentic Plano lenses are available in Ray-Ban Meta frames!

- Sell from your TeamVision on-hand Saleable Product in your location or on SmartShopper.
- Offer your patient plano Authentic lenses available below for a small upgrade fee for Blue Filter, Transition, or Sun Options.
 - Enter a new Rx (Do NOT select Plano for source or the sale will flag on your Unknown OD Report)
 - Select External and enter NO DOCTOR if the patient was not seen at your clinic.
 - Enter 0 for OD and OS
 - Select 1 year for Rx Expiration

Source	External Rx	Sphere	Cylinder	Axis
	DOCTOR, NO	OD(R) 0.00	OS(L) 0.00	
Prescription Type	Single Vision Distance			
Date Written	2/9/2024			
Expiration Date	2/8/2025			

- Choose from the lens packages for Clear, Sun, and Photochromatic. See below for additional cost for RMBA lenses with these upgrades on their Plano package:

<input checked="" type="radio"/> Clear	<input type="radio"/> Sun	<input type="radio"/> Photo
Vision Type	Single Vision	
Lens Design	RBMA Plano	
Material	1.59 Polycarbonate	
Style	Blue Filter	
Color	-	

The innovative hardware inside these frames requires special consideration when selecting and dispensing them. Due to the built-in elements, it's not possible to adjust the temples temple tips pantoscopic angle or frame front curve. Additionally, hinge adjustments aren't permitted.

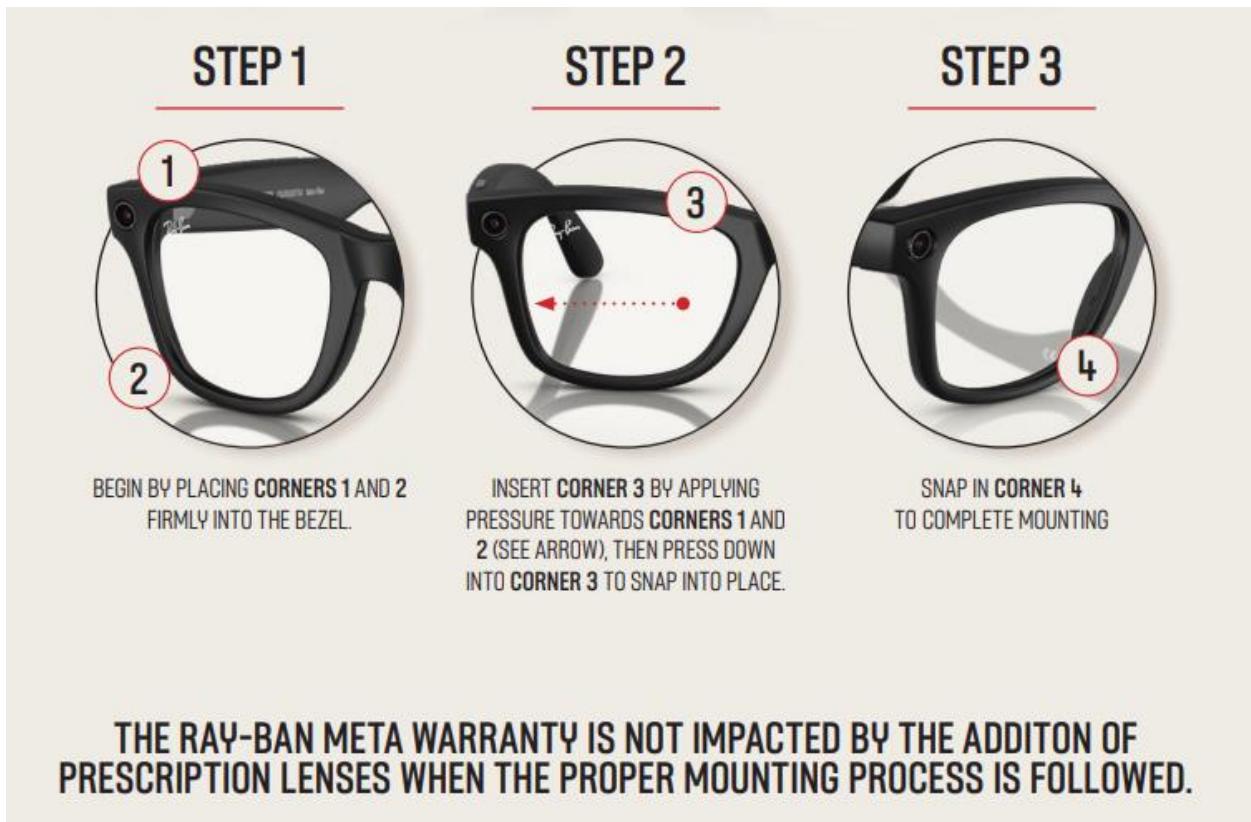
MANUFACTURING & FINAL INSPECTION



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Do not heat the frame to remove the demo lenses or to insert Rx lenses. COLD MOUNT ONLY.

- Only use solvents on lenses BEFORE mounting.
- Ensure lenses are completely dry before proceeding.
- Mount the lenses from the front using the standard plastic frame mounting technique.



FINAL INSPECTION

There are additional checkpoints to follow with Meta AI Glasses to ensure the patient is delivered a pristine, complete product.

- To unpack, from the left side of the box with label, gently peel back the seal.
- Follow current procedures to complete final inspection by checking prescription and measurements, keeping in mind that no adjustments to the frame may be made.
- Clean and thoroughly dry the lenses with a pre-sprayed cleaning cloth or towelette.
- For repacking, take care to ensure all components are accounted for and in new condition. Reinsert into the transportation box to be sure all text are facing the same direction.



In the case of final inspection failure, or if a frame is damaged during inspection, you must reorder as a complete pair remake through LPA.

DAMAGES & RETURNS



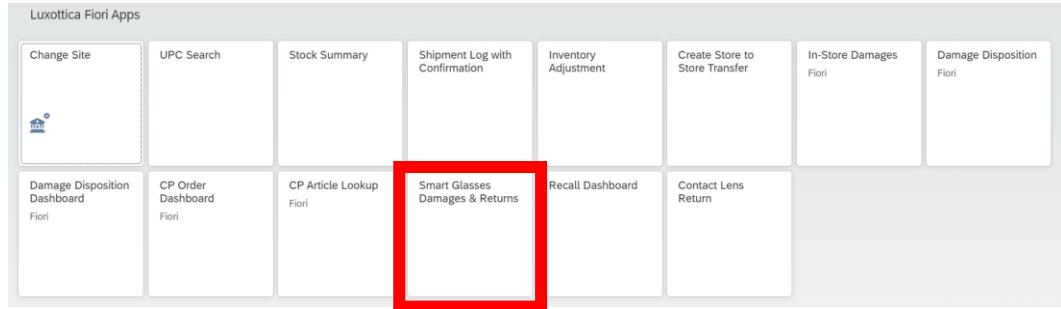
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After you have processed the return/exchange in Ciao! You must complete the **Smart Glasses Damage & Returns process**.

Meta frames cannot be combined or shipped with regular frame recovery or damages.

1

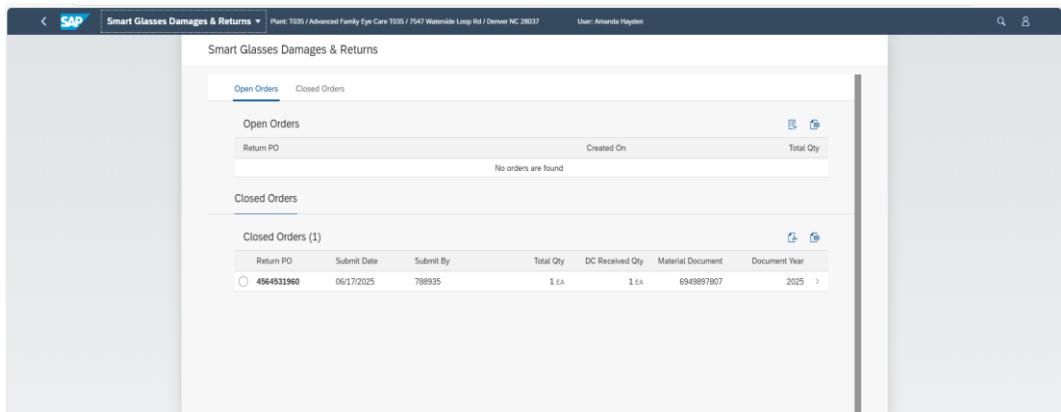
From **Inventory Management**, select the **Smart Glasses Damages & Returns** tile.



2

Select **Open Orders**, select **Create New Order** from the top right.

Select **New** and add the UPC listed on the Return/Exchange receipt. Repeat steps if you have multiple Metas to return.

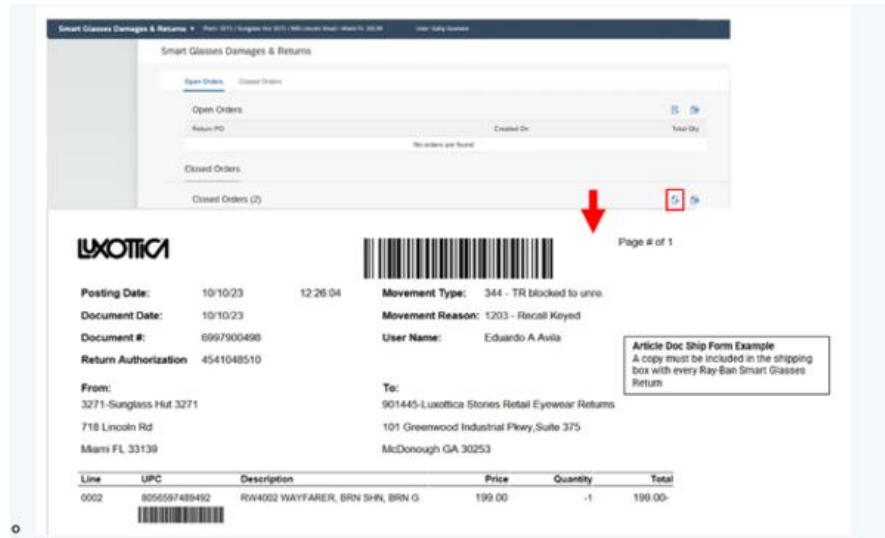


3

Select **Closed Orders**
Select the **Document icon**.

Print 2 copies of the Disposition Article Form and **place 1** in the shipping box.

If you do not, it will not be processed correctly and will result in **SHRINK** for your Site. Keep the other copy on record, should it need to be referenced at a later date.

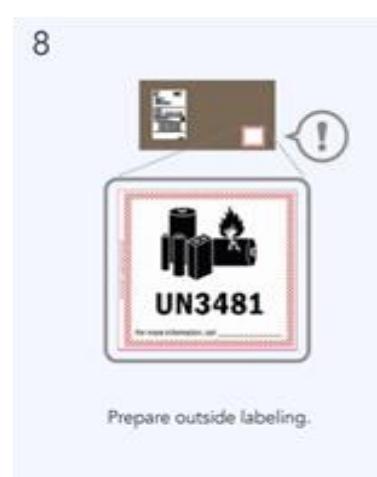
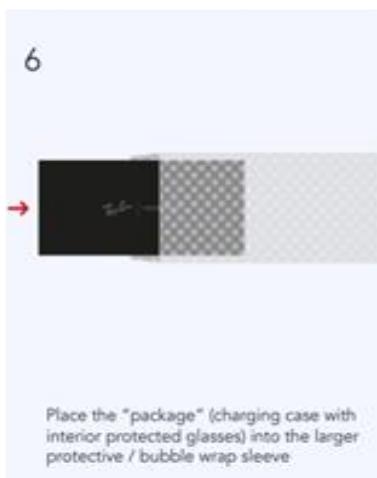
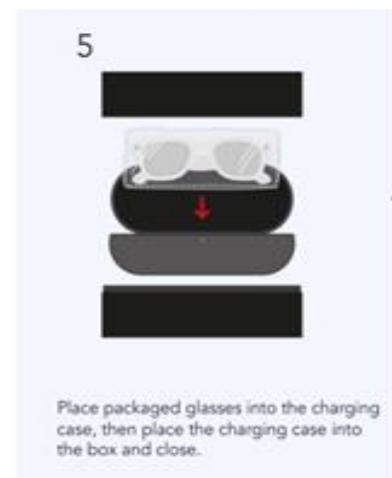
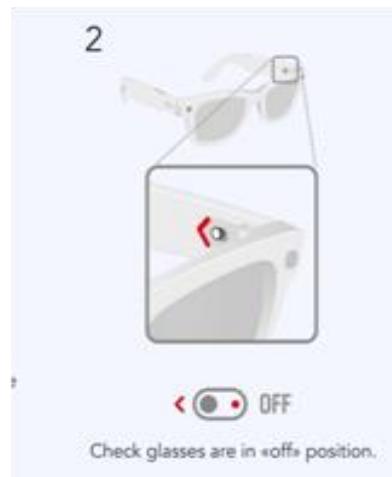


SHIPPING GUIDELINES



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- **Ship Meta AI Smart Glasses via UPS ground shipping.**
- **Meta returns must never be shipped in the same box as other frame damages, recalls, or other Smart Glasses (i.e. Nuance Audio).**
- Proper packaging and labels required due to the battery in the frames.
 - Article 3050712 Wearable, Return, Kit
 - Article 3043974 Box, Shipping Wearable
 - Yearly, complete the Leonardo training course [Hazardous Materials Handling](#)





Shipping the Meta Returns is equally important to processing it in Fiori. If these steps are not completed correctly it will result in shrink and impact on-hands.

- **Ship Meta AI Smart Glasses via UPS ground shipping.**
- Meta returns must never be shipped in the same box as other frame damages, recalls, or other Smart Glasses (i.e. Nuance Audio).
- Proper packaging and labels required due to the battery in the frames.
 - Article 3050712 Wearable, Return, Kit
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US Meta AI Glasses Return Address Luxottica NAASC	CA Meta AI Glasses Return Address Luxottica NAASC
NAASC Smart EW Return/Recall 101 Greenwood Industrial Pkwy Suite 375 McDonough, GA 30253	Smart EW Retail Returns 2670 rue Diab St. Laurent, QC H4S1E8

Wearable technology is considered “Hazard Materials” when shipping, please follow all steps and processes.

Please see step by step packaging on next page.



Product or Marketing Support inventory, replenishment, etc.	TVOps@TeamVisionTeam.com
Operations Questions	TVOps@TeamVisionTeam.com
Environmental Health & Services damaged or suspected damaged batteries	RetailSafety@Luxotticaretail.com
Customer Assistance Ray-Ban Meta	Rayban.com or Meta.com/help/
Customer Assistance Oakley Meta	Oakley.com or Meta.com/help



WEARABLE TECH: DAMAGES / CLAIMS

For Wearable Technology claims that the battery is damaged, to receive a refund or replacement the customer must meet the following requirements:

1. The customer must provide the product **or**
2. Have documentation from a recognized government agency (ex. police department or fire department) that the product was confiscated **and**
3. [Complete the Quality H&S Feedback Questionnaire](#) (for a suspect damaged battery that cannot be shipped).

DAMAGED BATTERY:

The following are signs that there may be a damaged battery:

- Leaking fluid
- Hot to the touch
- Swollen, cracked, or bloated
- Chemical odor (sharp, reminiscent of nail polish remover)

If you have or suspect you have a Wearable with a damaged battery:

- Do not ship.
- Do not dispose in the regular trash.
- Complete [the Quality H&S Feedback Questionnaire. \(Click HERE for link to the questionnaire.\)](#)
- EssilorLuxottica will arrange to pick the product with the suspect damaged battery up directly from the store.
 - While waiting for the pickup, store the item in a cool, dry place in the back of house area away from paper, cardboard, or other ignitable materials.
- Contact your EssilorLuxottica Brand partner with any questions.

DAMAGED PRODUCT:

The following are signs that the product is damaged, but not the battery:

1. The product does not charge / recharge
2. The product does not turn on
3. The product does not turn off
4. The product has malfunctions
5. The product has come into contact with water (to be shipped only once dry)
6. The product has scratches or discoloration of the frames or lenses

If you have a Wearable that is a damaged product:

- Return to the NAASC using provided packaging, following shipping instructions.
- Do NOT mix with regular product
- Be sure to include the correct suite number for damaged Wearable

WEARABLE DAMAGED CONSIGNEE ADDRESS:	LUXOTTICA NAASC Smart EW Damages 101 Greenwood Industrial Pkwy, Suite 383 McDonough GA 30253
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COMPLETING THE FORM:

When completing the Form in a Retail location:

- The Form link may be accessed through Smartly and should be filled out using the store's iPad.
- The customer should fill out the form with the help of the store employee.
 - **Question 8 requires the store number and address be provided.**

The completed Form will route to the Customer Service team, where a representative will reach out using the contact information provided to the customer (or store) and make arrangements for the Quality team's vendor to pick the potentially damaged product up.

Note: This is only for products with suspect damaged batteries, not for physical damage such as scratched lenses or bent frames.



EssilorLuxottica

EssilorLuxottica Asset Protection –

Managing Wearable in Retail (pre-launch)

1. Objective

To securely receive, store, track, and prepare confidential eyewear frames and related "dummies" and promotion materials (e.g. fixtures, PoP, etc.) for commercial launch, preventing any unauthorized access, disclosure, or sale before the official release date.

1. Responsibilities

Store Manager is responsible for managing and keeping the stock undisclosed.

1. Must – have recommendations

• Goods' receiving & Storing

- Products (including dummies) must be stored in a way that their identifying features are hidden.
- All movements and actions must be traceable and supervised by Store Manager.
- NO PICS or VIDS to products (including packaging material, master box, labelling, etc.) is allowed.
- Store Manager (or designate) must be present for unboxing the master box to confirm inventory consistency and/or report any discrepancies, pilferage signs.

• Training (Store Manager must):

- brief all staff on the upcoming confidential product,
- emphasize the critical importance of secrecy,
- remind leaks (e.g., social media photos) can have legal and professional consequences, up to termination of employment,
- Remind early sales are strictly prohibited.

• Promotion materials

- Promotion materials (including packaging material, master box, labelling, etc.) must be hidden or covered.

1. Recommendations (if feasible, based on stores' layout)

• How to identify a secure location?

Locked cabinet, cage, or dedicated section within the store, separated from regular inventory.

Only Store Manager and one designated Key Holder (e.g., Assistant Manager) should have keys or codes to this secure area. This limits the number of people with access.

• How to obfuscate materials?

Keep all the stock in master boxes before the official release date.

1. Launch date preparation

• Following specific guidelines from Store Operations (and each projects' marketing launch campaign), Store Manager:

- retrieve the original promotion material from the covering box or packages,
- assemble the display and dummies products,
- brief all staff on the ok to start selling.

Summary of key control points

#	Topic	Control
1	Physical security	Locked cabinet/cage; access limited to Store Manager + 1 delegated key holders
2	IT / System POS	Keep SKU deactivated/invisible in POS until launch time
3	Training / awareness	Staff kept committed on confidentiality.

GET TO KNOW RAY-BAN META



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The all-new Ray-Ban Meta. The most stylish AI glasses, enhanced to power you through your day. With advanced Meta AI you can ask questions on the go, take your phone calls, listen to music and even translate languages in real time with more natural conversations. The eyewear has approximately **8 hours** of use before you charge it in its case which holds up to **48 hours** of charge.

ENHANCING EVERYDAY MOMENTS WITH META AI

MORE NATURAL CONVERSATIONS AND PERSONALIZED ASSISTANCE
Live AI sessions to converse with Meta AI and receive personalized insights during everyday tasks like shopping, gardening, or exploring a new neighborhood

MORE EFFICIENTLY RECALL INFORMATION
Meta AI can be your memory assistant. Unlike other reminder tools, Meta AI can see what you see, helping you remember important details in real time.

MORE PROACTIVE INSIGHTS, UNPROMPTED
Receive timely information based on your location, activity, events or objects around you. like buying milk when you arrive at the grocery store

GET TO KNOW RAY-BAN META

Being able to comfortably demonstrate and present this technology will be key in selling Ray-Ban Meta. Leonardo offers courses to aid in learning about the basics of the product features, technical insights, and tips on how to effectively engage your patients.



Complete the [Ray-Ban Meta Smart Glasses](#) program on Leonardo to begin your training and learn more including the new enhancements of RBM2.

Once you have completed this lesson, it is key to get hands on with the product and practice product presentation and creating a flawless demo experience for your patients!

The Demonstration is what will sell the frames!

No matter where in the patient's journey, once they shows interest in Ray-Ban Meta, offer the demo! Get very comfortable with this to ensure the experience is positive.

On-The-Job Practice to boost confidence!

Take time to role play executing a demo, engaging and uncovering needs, closing the sale and dispensing the eyewear.



GET TO KNOW RAY-BAN META



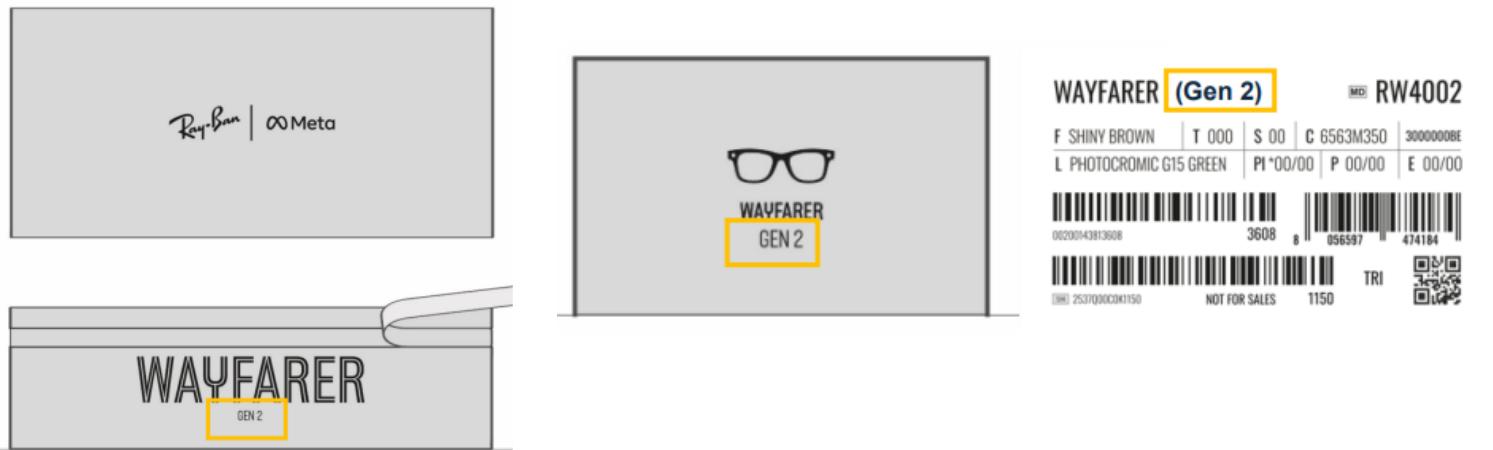
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		 Gen 1	 Gen 2
META AI	Voice responses Live AI (US/CA) Text translation Live Translation	Voice responses Live AI (US/CA) Text translation Live Translation Meta AI is always evolving	
Camera	1080P+ video resolution at 30FPS Ultra wide 12 MP camera Adjustable stabilizations for 1080p+ 30fps videos Up to 60fps at 1080p	Up to 3K video resolution at 30 FPS Ultra wide 12 MP camera Adjustable stabilizations for 1080p+ 30fps videos Up to 60fps at 1080p 10% faster transfer time from glasses to phone	
Battery	Up to 4 hours of use on a single charge Additional 32 hours with charging case	Up to 8 hours of use on a single charge Additional 48 hours with charging case	
Live	Livestream up to 50 minutes	Livestream up to 63 minutes	
Audio	5 mic system with immersive audio recording 3.5 hours continuous audio 4 hours continuous phone call	5 mic system with immersive audio recording Up to 5 hours continuous audio 5.5 hours continuous phone call	
Memory	32GB 500+ photos (3 frame burst) 100+ videos (30s)	32GB 1000 + photos (3 frame burst) 100+ videos (30s)	
Connectivity	Bluetooth 5.3 WIFI 6	Bluetooth 5.3 WIFI 6	
Hardware	Water resistance IPX4	Water resistance IPX4	



PRODUCT STOCK MANAGEMENT

1. All Saleable products will arrive separate from your normal replenishment in a battery labeled box.
2. Saleable product labels feature an “expiration date.” This date indicates the battery life cycle, as the battery must be recharged every 6 months to remain active.
 - When selling Plano products, always select the product with the nearest expiration date
3. **Any saleable product that is received damaged or any product that is opened must be damaged out in the Fiori system and may not be sold.**



SELECTION & DISPENSING

Your role is essential and recommending Ray-Ban Meta prescription smart glasses. In addition to offering your customers the best eyewear for their needs, it's also important to make the offer visible in-store to generate traffic and build interest.

Follow these 4 steps to provide the best Ray-Ban Meta experience:

- 1 Once your customer has selected a frame make sure it is sized correctly for their facial dimensions, bridge fit, and ear position. Then recommend the best lens design from the Ray-Ban Meta range. You should also educate and reassure your client by highlighting the key benefits of prescription lenses, such as: the aesthetic blue-violet light filter, thinning technology, superior AR coating for long lasting visual comfort, etc.
- 2 Verify that the frame is comfortable and fits securely to their nose and ears.
- 3 Check that it doesn't easily slip down the nose or put pressure on the back of the ears.
- 4 Measure the vertical fit point for each eye to ensure that the digital lens design is positioned correctly. **Keep in mind that hinge adjustments are not permitted!**

FRAME ASSORTMENT



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The TeamVision assortment includes the Wayfarer and the Skyler. The Wayfarer is available in size 50 and 53 designated with the L in the Model name. A total of 7 different combinations are readily available in plano. RX compatibility allows the availability to truly customize the option for your patients.

Wayfarer



Skyler



Do Not Sell these UPCs

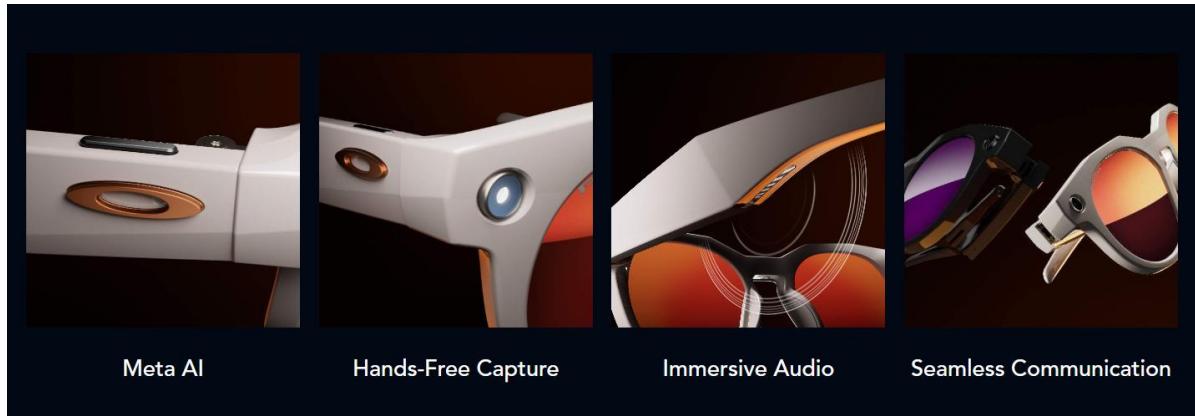
UPC	Model	Model Name	Frame Color	Lens Color	Dummy UPC	Availability
8056262721292	ORW4012	WAYFARER	Shiny Black	Transitions Graphite Green	8056262731970 (Model ORW4012EO)	Ciao! + SmartShopper*
8056262721308	ORW4012	WAYFARER L	Shiny Black	Transitions Graphite Green	8056262731987 (Model ORW4012EO)	Ciao! + SmartShopper*
8056262721339	ORW4012	WAYFARER	Shiny Black	G15 Green	N/A	Ciao! + SmartShopper*
8056262721384	ORW4012	WAYFARER L	Matte Black	Transitions Gray	8056262732007 (Model ORW4012EO)	Ciao! + SmartShopper*
8056262721414	ORW4012	WAYFARER	Matte Black	Polar Gradient Graphite	8056262732014 (Model ORW4012EO)	Ciao! + SmartShopper*
8056262721230	ORW4014	SKYLER	Shiny Black	G15 Green	N/A	Ciao! + SmartShopper*
8056262721261	ORW4014	SKYLER	Transitions Sapphire	Shiny Chalky Gray	8056262722015 (Model ORW4014EO)	Ciao! + SmartShopper*

*SmartShopper Preferred to check frame availability in real time

Dummy units are used for display only (frames do not have batteries) and are the exact look and feel of the saleable models. This enables the patient to try on the frame and for you to take measurements for prescription orders. **Do not use this UPC in Ciao for the customer transaction.**

To return Ray-Ban Meta Dummy frames in the case of damage, remove the frame(s) from inventory in Inventory Management. The Damaged frames may be shipped back to the After Sales Service Center with your typical frame recovery shipment, as they do not contain the battery components of the Ray-Ban Stories functional frames.

Oakley Meta HSTN changes the game for sports lifestyle eyewear by combining bold styling with innovative technology is wearable technology to give customers a new way to capture moments, stay connected and experience the world hands free.



GET TO KNOW OAKLEY META HSTN

Oakley, a pioneer of sports performance optics, with over 900 patents, the brand continues to define what's possible at the intersection of performance and design. Integrated into the fabric of everyday life, technological innovation is now transforming habits with connected accessories. Oakley meta embodies this shift, introducing the next evolution in AI glasses.

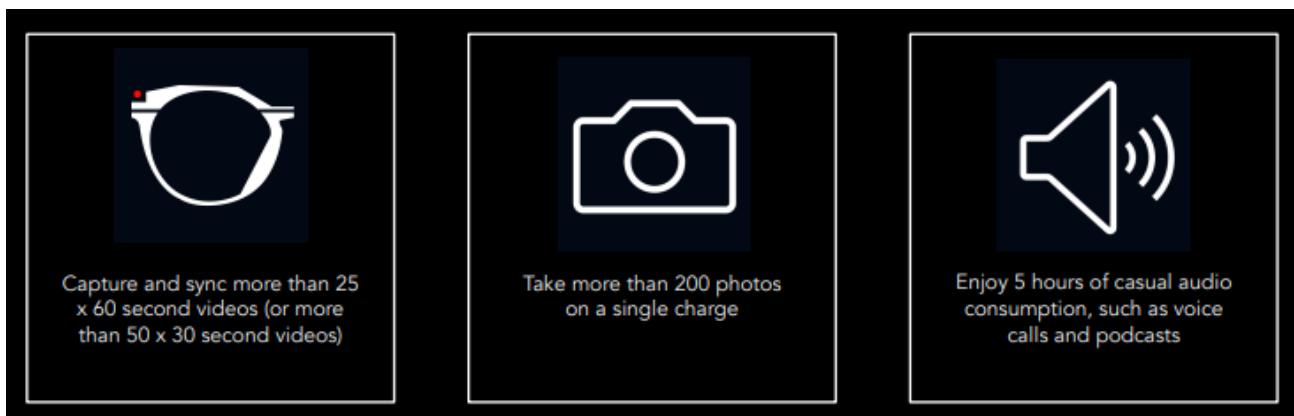


Complete the Oakley | Meta AI Glasses program on Leonardo to begin your training and learn more.

Once you have completed this lesson, it is key to get hands on with the product and practice product presentation and creating a flawless demo experience for your patients!

The Oakley Meta HSTN Demo could look like this!

Have you heard about the new Oakley Meta AI glasses that allow to you capture your experiences in real team? Scan this (on the VM Marketing) QR code with you phone and check it out.



FRAME ASSORTMENT

The TeamVision assortment includes the Oakley Meta HSTN in black that has a matte finish on the top of the eyewire and a shiny finish on the bottom of the eyewire.

The plano UPCs are readily available in the lens colors listed below. With an expanded RX compatibility, the options are limitless for our patients.



Do Not Sell these UPCs

UPC	Model	Model Name	Frame Color	Lens Color	Dummy UPC	Availability
888392682857	00W8002	HSTN	BLACK	TRANSITIONS AMETHYST	888392683038 (00W8002EO)	Ciao! + SmartShopper*
888392682871	00W8002	HSTN	WARM GREY	PRISM RUBY	888392683052 (00W8002EO)	Ciao! + SmartShopper*
888392682901	00W8002	HSTN	BLACK	CLEAR	888392683052 (00W8002EO)	Ciao! + SmartShopper*

*SmartShopper Preferred to check frame availability in real time

Create a customized experience for your patient with Mix and Match options.

but also available to mix and match with an assortment of plano options. RX compatibility allows the availability to truly customize the option for your patients.

Build a unique customized experience. You are able to Mix and Match the frame and lens combinations utilized the frame UPCs above and entering a complete pair in Ciao! Optical. Select the Oakley Plano lens option that your patient desires and it will arrive from Central Lab customized.

Prism	Prism Polar	Transitions Gens
 PRIZM™ RUBY 17% <small>Enhanced with Polar</small>	 PRIZM™ BLACK 11% <small>Polarized, Enhanced with Polar</small>  PRIZM™ DEEP WATER 12% <small>Enhanced with Polar</small>	 Grey  Amethyst

PRODUCT STOCK MANAGEMENT

1. All Saleable products will arrive separate from your normal replenishment in a battery labeled box.
2. Dummy product will have the letters 'EO' following the model number ex. 0OW8002EO.
3. Saleable product labels feature an "expiration date." This date indicates the battery life cycle, as the battery must be recharged every 6 months to remain active.
 - When selling Plano products, always select the product with the nearest expiration date
4. **Any saleable product that is received damaged or any product that is opened must be damaged out in the Fiori system and may not be sold.**



Do not open LIVE product

Accessories that are included with the purchase of the Oakley | Meta HSTN



Accessories

Inside the box the customer will find the following accessories:


∞ Meta



Cleaning Cloth

The first thing your customers will find is a cloth to clean the glasses. It is made of 100% recycled polyester, and it is directly inserted into a section of the paper box.



Quick Start Guide

To help customers understand how the AI glasses work, a Quick Start Guide is provided with all the necessary information, including the initial setup process, charging instructions and details of all the features.



RX Card

If your customers are interested in Oakley Meta HSTN with prescription lenses, the RX Card provides helpful information. They can simply scan the QR code to learn more.



Safety and Warranty Booklet

On the box and in the Quick Start Guide, the customer will find the QR code to download the Meta AI App.



Charging Case

This case is the evolution of the classic Oakley case, featuring a next-gen look. Easy to store in bags, for example, or in the glove compartment. The case battery provides up to three days of use. Be sure to highlight to your customers that the charging system is located under the bridge of the frame.

To reduce waste, Oakley Meta AI glasses will be shipped without a USB-C charging cable.