

# Virtual Vision Test

by WARBY PARKER

Renew your glasses or contacts prescription, using just your iPhone, in 10 minutes



At Warby Parker, we believe in vision for all. Since our founding in 2010, we've been on a mission to make vision care better in every imaginable way—to make it easy, affordable, delightful, and accessible to more people than ever before.

This wouldn't be possible without telemedicine. It's an essential piece of the holistic vision care we provide to our customers, enabling them to do all sorts of things from home (like take optical measurements, shop for frames that fit, and update their prescriptions) that once upon a time required in-the-flesh visits to an optical shop or optometrist.

In July 2021, we unveiled our latest telemedicine innovation: Virtual Vision Test by Warby Parker.

## What is Virtual Vision Test?

Virtual Vision Test by Warby Parker is an update (a big update!) to our telehealth prescription renewal app, previously called Prescription Check. We renamed it and reimagined the whole app, making it significantly easier and faster for users on every front.

How? If you're eligible, Virtual Vision Test now lets you renew your glasses or contacts prescription using just your iPhone, in just 10 minutes. (No computer, credit card, or ruler necessary!) All you need is your current glasses or contacts, an iPhone 6s or above, and a digital or paper copy of your existing prescription. Hint: If you have your contact lens box handy, scan the barcode on the back of your box—this is in the app!—to snappily fill in your existing prescription.

Best of all, more people are now eligible to renew their prescriptions using Virtual Vision Test than ever. It's a great choice for anyone who:

- is 18–65 years old and residing in an eligible state
- has no eye health concerns
- has a single-vision distance prescription
- and sees well with their current glasses or contacts

Renewing your glasses or contacts prescription with Virtual Vision Test costs just \$15.

## How does it work?

When you launch the app on your phone, you'll be guided through a simple but thorough eligibility quiz to make sure the service is a good fit for you.

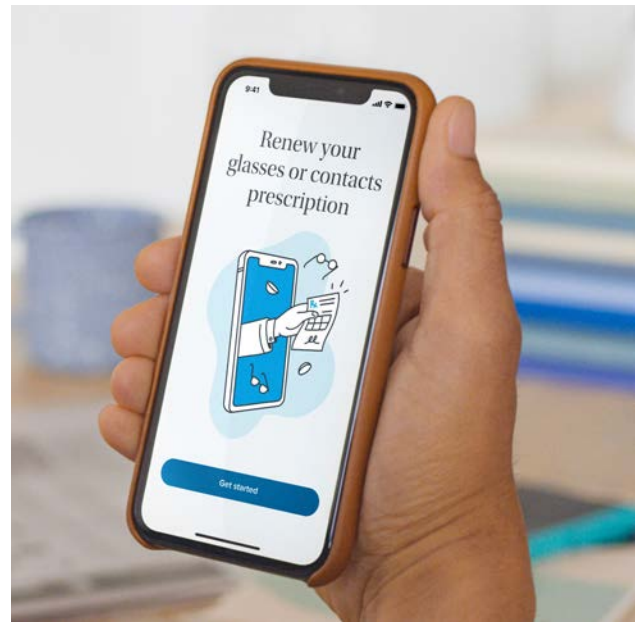
If you're eligible, the app walks you through an equally simple vision test. You can complete it anywhere you have 10 feet of space and adequate lighting, and it looks a lot like the vision tests you're used to from the doctor's office.

That's all done, from start to finish, in 10 minutes flat. Then, within two days, an eye doctor reviews your results in detail. If they determine that you're seeing well with your current glasses or contacts, the doctor will write you a renewed prescription and you'll be notified by email right away. (You'll be charged \$15 and payment is a cinch: When you're going through the app, scan your credit card before submitting your results and you're all set, or select Apple Pay for one-tap payment.)

If the quiz determines that you're not eligible to use the app, or the eye doctor finds that you're not seeing well with your current glasses or contacts, you'll receive a recommendation for a comprehensive eye health exam. We offer them at many of our stores. (In this case, you won't be charged for using the app.)

## The tech behind it

To make Virtual Vision Test possible, our team developed a proprietary distance estimation algorithm. The app uses that new algorithm alongside Apple's Vision Framework to measure how far a user is from their phone in real time, guaranteeing the accuracy of their test results. This custom-built technology allows the app to use only one device (your phone) and offer a



straightforward, streamlined user experience.

It's what makes Virtual Vision Test so convenient and easy to use compared with other prescription renewal services. There's nothing else quite like it.

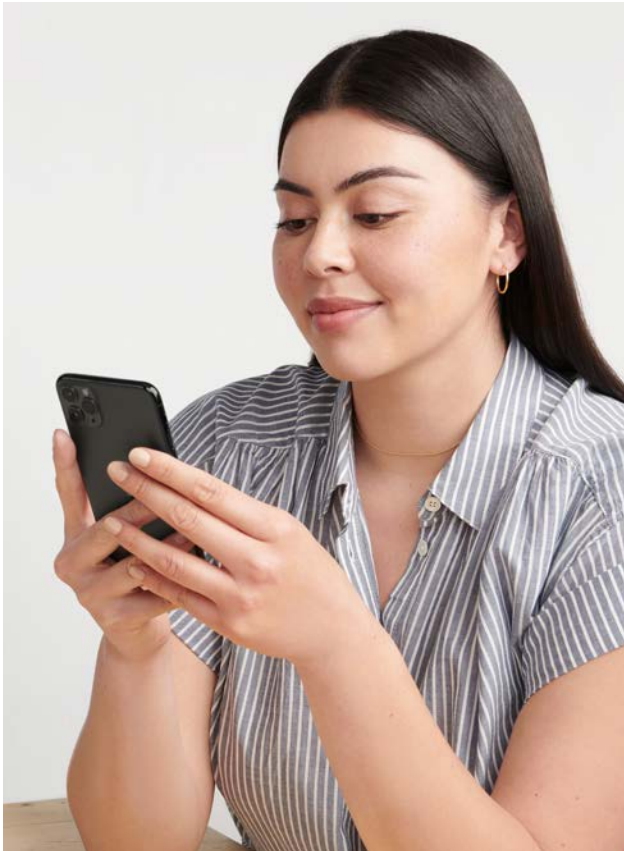
## Part of a bigger picture

Virtual Vision Test by Warby Parker is one piece of our mission to save people time and money by making high-quality eye care simple and accessible. Fun, even.

Once you've received a renewed prescription through the app, we make it just as easy to shop for eyeglasses, sunglasses, and contact lenses—both Scout and a long list of other popular brands—on our site, on the Warby Parker app, or in any of our 150+ stores around the country.

Buying eyewear should leave you happy and good-looking, with money in your pocket. Whatever you're looking for, we've got your eyes covered.

Learn more at [warbyparker.com/virtual-vision-test](https://warbyparker.com/virtual-vision-test)



### The reviews are in

We could talk all day about Virtual Vision Test, but there are plenty of people who are thrilled with their experience using the app. From a few super satisfied folks:

*“I have a very demanding job. This is a better process than trying to find time to make it to an eye doctor’s office especially when my script is still the same.”*

*“As a person who has had to go to the eye doctor every single year for 30 years just to get the same prescription this is a game changer. Telehealth is one hell of a disrupter.”*

*“I work full time and have 3 kids so I don’t have time to get in for an appointment with an eye doc... This app is life changing for me.”*

### Try it out!

[warbyparker.com/virtual-vision-test](http://warbyparker.com/virtual-vision-test)



Judges, give it a whirl to get the entire experience. Users don’t have to pay until the test results are submitted, so just try it out and skip the submission. (You must be in one of the below eligible states.)

- Alabama
- California
- Florida
- Hawaii
- Illinois
- Iowa
- Massachusetts
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- New Hampshire
- New York
- North Carolina
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- Tennessee
- Texas
- Utah
- Vermont
- Virginia
- Wisconsin
- Wyoming